

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

April 9, 1988

*Lady Jayne*  
the perfect  
partners



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**DHSS targets  
cost-effective  
prescribing**

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**PSGB statement  
on EEC free  
movement**

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**Norchem '88  
previewed**

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**1988 Charter  
Medal winners**

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**Avoiding kitchen  
sink dramas**

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# CHEMIST & DRUGGIST

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# COMMENT

**T**his week the Pharmaceutical Society, in preparation for free movement of pharmacists throughout the EEC (see p657), has issued a statement about the level of competence in the English language necessary before a pharmacist is allowed to practise in the UK. EEC lawyers will need to apply a similar test if the opening paragraph in a judgment against the Federal Republic of Germany is anything to go by. The FDR was found to have failed to fulfil its responsibilities under EEC law to allow freedom of services among lawyers. The European law report in Monday's *Times* reads: "A lawyer providing services in a Member State other than the one in which he was established could not be made subject to requirements which had no equivalent in the professional rules which were applicable in circumstances other than those involving the provision of services within the meaning of the EEC Treaty."

Last year we criticised the Society for appearing to throw a spanner into the UK legislative works at the last moment, by standing alone against the hard won Prag amendment, which prevents a pharmacist from abroad taking personal control of a pharmacy registered for less

than three years (*Comment*, July 18). The PSGB now appears to be in the vanguard of pharmaceutical harmonisation and has been named as the competent registration authority for the UK along with Pharmaceutical Society of Northern Ireland. Some other EEC countries have yet to introduce the necessary amending legislation.

Quite how much border hopping will take place is a matter of conjecture. But more European pharmacists are likely to be found competent in English than *vice versa*. And while a recent EEC pharmacy symposium in Nice (*C&D*, March 19) heard that there is a high number of unemployed pharmacists in Germany and Belgium, there is as yet no sign of groups of foreign pharmacists on the move.

Indeed Peter Kilegast, chairman of the European Pharmaceutical Group, suggested a market common in pharmacy problems and concerns; that there was no EEC pharmaceutical paradise beckoning, and that everywhere the profession was striving for recognition and to establish new roles and for new monies. Perhaps PSNC had better exercise restraint in its successful pursuit of contract riches or, limitation or not, this green and pleasant land may become altogether too attractive!



# Cost-effective prescribing new DHSS target

The Government is stepping up its drive to curb the NHS's mounting drug bill by introducing new measures to persuade doctors not to over-prescribe.

The DHSS has assigned two prescribing specialist medical officers to concentrate on the specific task of encouraging more effective and economic prescribing. Ministers are also hoping that when a new computer comes into operation in the Autumn, the Prescription Pricing Authority will be able to subject doctors who "over-prescribe" to an intimidating barrage of statistics highlighting the extent

they are above the "norm".

Lord Skelmersdale, Under Secretary for Social Services, told the House of Lords last week that the Government will expect doctors to pay growing attention to their prescribing habits once the computerised information is available. He also announced that members of DHSS regional medical staffs are increasing the number of visits paid to high cost prescribing doctors to discuss how they can improve their prescribing without detriment to patient care.

Lord Renton (Con) called attention to the growing medical

evidence that children subjected to excessive doses of pills or aspirin are likely to suffer from dizziness in old age. Lord Mellish (Lab) complained about television advertising which suggested that "if you take a certain pill or drug you will be a new man next morning".

Lord Skelmersdale made it clear that the Government had no intention of seeking to reduce the advertising campaigns of pharmaceutical companies. Any complaints about misleading advertisements should be referred to the Advertising Standards Authority, he said.

## Cow & Gate back NPA on enteral feeding

Cow & Gate are joining the National Pharmaceutical Association in highlighting the potential for pharmacists to provide home delivery of enteral feeds.

Cow & Gate say that prescriptions for such feeds are on the increase as more patients are cared for at home, but this can cause problems collecting the bulky and heavy feeds.

The company says that they will be making their established range of enteral feeds, including Fortisip, available for delivery to the home via community pharmacies, so simplifying the process and speeding up delivery of products to patients.

The NPA, who highlighted this possible increasing role for pharmacists in the March *Supplement*, says that pharmacist home delivery is the finest option for all involved in providing foods and drugs and for the patients themselves.

And Niall Bowen, Cow & Gate CPD's clinical director says: "Enteral feeding at home, especially for the first time, can cause a great deal of anxiety for a patient and his family. We feel that, in relation to the dispensing of products, there are likely to be many occasions when a patient will benefit from the advice, information and reassurance a pharmacist can provide."

## NEDO initiative

The Pharmaceuticals Sector Group of the National Economic Development Council has concluded its look at the problems associated with the development of medicines for "orphan" diseases.

Some researchers with a potential treatment for an "orphan" disease had had difficulties in finding their way through the maze of regulatory requirements. There was fear that this might deter some of them from promoting their ideas. In order to ease any such problems it is proposed that the director of the Association of the British Pharmaceutical Industry should act as an initial contact point for such researchers, and that he should undertake to put them in touch with sources of expert assistance.

## Charges through

The Health and Medicines Bill, which authorises the introduction of charges for sight tests and dental examinations, will complete its passage through the Commons next week.

MPs return to the Commons after the Easter recess on Tuesday (April 12) and the remaining stages of the Bill will be discussed on Wednesday and Thursday.

## Middlesex LPCs openings slow

There was an increase of just seven pharmacies to 624 in the Middlesex Pharmaceutical Group in the year to March 31, compared with 14 in the previous year.

Those pharmacies dispensed an extra 389,720 prescriptions, up 2.85 per cent to 14,036,638, compared a decrease of 808,344 the previous year.

The group comprises Barnet, Brent and Harrow, Ealing, Hammersmith and Hounslow, Enfield and Haringey, and Hillingdon LPC.

## Vaccine damage

The whooping cough vaccine may "trigger" a reaction which results in brain damage in some vulnerable children but it cannot be held responsible, the high court ruled last week.

Lord Justice Stuart-Smith was giving his reasons for rejecting claims by the parents of 17-year-old handicapped Susan Loveday that the pertussis vaccine could cause brain damage. At the end of his eight-hour judgment the judge dismissed Maura and Harold Loveday's test case damages action against Dr George Benton, who administered the vaccine to their adopted daughter Susan when she was a baby.

Mrs Loveday, of Victoria Park Estate, Hackney, East London, said afterwards: "It's not the parents who want the money, it's the children who need it to be secure." Her solicitor said she would be considering an appeal.

A solicitor for drug





## "Controlled purchase" route chosen in Hull

A "controlled purchase" needle and syringe scheme in Hull has proved a partial success with the city's addicts.

Around 20 of Hull's pharmacists are involved with the scheme, run in conjunction with the Hull and East Yorkshire Council for Drug Problems, in which addicts can purchase a number of syringes per week from a particular pharmacy. Drug users who present to a pharmacy are referred to the CDP for counselling on safe sex, methods of disposal etc. The Council then "registers" the addict with a pharmacist, who then supplies the agreed number of syringes and needles per week.

But, according to Roger Odd of the Hull Pharmacists Association, though the scheme is running "smoothly", there is a certain reluctance among some drug abusers to accept the extra control of the system. And the *Hull Daily Mail* has gone so far as to suggest that addicts are worried about the confidentiality of the scheme, a problem dismissed by CDP assistant director Jonathan Roe.

Mr Odd told *C&D* that a meeting has now been arranged with the CDP, the local family practitioner committee and health

education officers to review the progress of the scheme.

Jonathan Roe would like to see a full needle-exchange system in place. "We are worried about the number of syringes on the streets, because we are not getting them back. And what we ought to be doing is getting funds from the health authority."

He said that all the evidence suggested that syringe schemes worked best if addicts could get everything — advice, needles, syringes, disposal facilities under the same roof.

Mr Odd says that needle exchange schemes had encountered problems in other areas particularly with regard to the holding of disposal boxes within pharmacies.

## Patent Bill

The Copyright, Designs and Patents Bill, which will repeal the licence of right provisions of the Patents Act 1977 so that all pharmaceuticals have the full 20-year patent protection, received a Third Reading in the House of Lords last week.

The Bill now passes to the Commons for debate.

## May "trigger" brain damage, court hears

manufacturers Wellcome, who were joined in the action as a defendant to argue the issue of causality, said afterwards that the company was "very pleased" with the decision, but would not comment on whether he felt the vaccine had been finally exonerated of blame for causing brain damage.

In a ruling which effectively blocks claims by the parents of 200 brain-damaged children, Lord Justice Stuart-Smith said that although it was "possible" that the vaccine did in very rare cases cause brain damage, Maura and Harold Loveday's claim must fail because they had not shown on the balance of probabilities that it could. He said that "vaccination may have a triggering effect" but any damage that followed would have happened in any event.

The decision comes after a five-month, two million word hearing on the preliminary

question whether the vaccine could cause brain damage. Even if the Lovedays had won they would have had to argue at a second hearing that Susan was entitled to damages for her handicap.

In his marathon judgment, Lord Justice Stuart-Smith said the question he had to decide aroused "great interest" and sometimes "passion" in the medical profession and especially among the parents of children severely handicapped following a pertussis jab. "The plight of many of these children is pitiable in the extreme and no-one can approach this problem without having the most profound sympathy for them and their parents," said the judge.

He rejected the parents' "core" argument that "the court really need look no further" than 50 years of case histories to conclude that the vaccine could in rare cases cause permanent brain damage.

## PSGB COUNCIL STATEMENTS

## Mutual recognition of pharmacists within the European Community

European Community Directives 85/422 and 85/423 provide for mutual recognition of pharmacists' qualifications and rights of establishment within the community. All member states must now implement these Directives, and registration is dealt with by the designated competent authorities, which will generally be the appropriate Government Ministry. In the case of the United Kingdom, the professional bodies of Great Britain and Northern Ireland have been designated as the competent authority.

Until the European Commission confirms the identity of the competent authority for a given member state, and that the necessary domestic legislation is in place, no application for mutual recognition under the terms of the European Community Directive can be accepted by the Pharmaceutical Society of Great Britain.

Confirmation of this has now been received for the following countries: Belgium, Germany, Greece, Ireland, Luxembourg.

Persons who have already made written inquiries on this topic will automatically be sent an information sheet. Two are available on request from the Pharmaceutical Society's Law Department:-

1. For British pharmacists wishing to practise in other member states of the European Community. (Please specify which member state).

2. For pharmacists registered in European Community member states other than the UK who wish to register in Great Britain.

The mutual recognition provisions do not allow for competency in the language of the host country to be a condition of registration. Attention is drawn to the relevant Council Statement (below) which has immediate force.

## Competence in English

A pharmacist must have that knowledge of English which, in the interests of the pharmacist and the persons making use of the services offered by that pharmacist, is necessary for the provision of pharmaceutical services in Great Britain.

The superintendent of any

body corporate conducting a retail pharmacy business must ensure that each employee pharmacist has that knowledge of English which, in the interests of that pharmacist and persons making use of his services, is necessary for the provision of pharmaceutical services in Great Britain.

## Medicated animal feed additives and supplements

This statement applies to pharmacists who intend to sell medicated feed additives and medicated feed supplements to compounders who manufacture medicated animal feeding stuffs.

From July 1, 1988, all feed compounders who wish to incorporate medication at less than 2kg/tonne will have to be registered (on Register A) with the Society and comply with a stringent code of practice. From July 1, 1989, all other medicated feed compounders will have to be registered (on Register B) and comply with a separate code.

After these dates, all suppliers of medicated feed additives and

medicated feed supplements, other than owners of registered pharmacies, must by law ensure that those to whom they supply are registered feed compounders. The Society's Council believes that no lesser standard should apply where pharmacists are concerned. Therefore, after the appropriate dates owners of registered pharmacies should only supply or sell such products to registered feed compounders.

All pharmacists who wish to incorporate medicated additives or supplements into animal feed are required to register in the same way as any other feed compounder.



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# 'Herbal drugs under threat'

"There is an urgent need for pragmatic criteria for the scientific review of herbal drugs," says Dr Bernd Eberwein, vice-president, scientific affairs, at the German Proprietary Association.

Dr Eberwein, speaking at a herbal remedies symposium sponsored by Seven Seas at the School of Pharmacy in London, explained that many herbal drugs were in danger of losing their marketability as a result of the review being carried out by the German Health Department.

Despite being reviewed by a commission comprising a toxicologist, a clinical pharmacologist, a statistician, a pharmacist and "experts" in the particular drug fields, only 120 positive monographs had been published from 450 plants. Zero or negative monographs — implying no benefit, or no benefit with risks — were likely in most other cases, Dr Eberwein said.

## 'Many indications and fields of application will be lost'

The basis for the commission's work on a drug is an adequate data pool filed by the pharmaceutical company concerned, Dr Eberwein said. Acceptable safety and efficacy data includes "serious review articles", controlled clinical studies, clinical trials supporting experimental studies and empiric medical findings.

Dr Eberwein said the monograph method of review meant that drugs gain high acceptance when in accordance with a high scientific standard, but for new registrations, drugs would have to comply with the monograph 100 per cent. He saw several problems this system.

"The drug market will be levelled to one standard," he said. "In the past an indication was allowed to be illustrated in great diversity. The commission is now grading only a few possible statements — all gastric/intestinal drugs will have the one and only indication 'dyspeptic symptoms'," he said.

As a result, many indications and fields of application will be refused, and therefore lost, increasing the likelihood of zero or negative monographs as risk references gain in importance, Dr Eberwein explained.

He felt that combination products were also under attack, especially given an amendment to the German Drug Law introduced last year which said that all medically active constituents of a drug must be shown to contribute to the "positive judgment" of a

drug.

Furthermore, as a consequence of monograph requirements for minimum daily intakes, irrationally high doses were required in some cases. "One explanation may be that the commission is thinking of the traditional administration of the drug as a tea preparation only," Dr Eberwein suggested. But this created problems in assessing herbal extracts where much smaller doses are required.

Roy Smith, of the DHSS Medicines Division, gave the symposium his personal view of the need for a licensing system for herbal remedies. He said the self-selection of products, the need for advice and expectation of quality were the three main reasons for such control.

Because many products are in the General Sales List, customers are often relying on claims made on the labels and leaflets or from articles read. "It is essential therefore that the uses and instructions for use are clear and unambiguous," Mr Smith said. "Although there are some codes of practice to cover advertising, the only way that label and other claims can be controlled is through a licensing procedure."

The need to ensure safety, quality and efficacy raised many problems, too. "Many herbs are toxic and the possibility of mistaken identity is always present; others are safe only in small doses (eg lobelia) and in these cases content must be standardised," Mr Smith said.

As regards quality, the assumption that active constituents are present in a herbal remedy makes some sort

of batch-to-batch reproducibility important. Contaminants, like heavy metals, known to accumulate in some plants, should also be monitored. The Chernobyl incident meant plants used for food or herbal medicines should now also be screened for caesium, said Mr Smith.

Claims for efficacy tend to be based on traditional use over a long period of time, Mr Smith said. "We have to assume that if a herb has been used for centuries and is consistently included in the pharmacopoeias and herbals for a particular condition there must be some basis for it," he said.

Claims based on traditional use for "symptomatic relief of" or as "an aid in the treatment of" are therefore probably acceptable; other more specific claims would probably require more scientific data to establish efficacy.



Chairman of R.P. Scherer, Stuart Maconachie with sculptor Eileen Henderson and the Mayor of Thamesdown, Cllr Peter Owen, at the unveiling of a commemorative work to celebrate 50 years of Scherer's softgel operations in the UK. The piece is a ceramic which is described as "Upright construction using concave and convex elements"

## Kodacolor Gold comes out tops in Which? test

The latest edition of *Which?* magazine from the Consumers' Association has rated Kodacolor Gold 100 film "best buy", closely followed by Konica colour print film SR-V 100.

The magazine compared 35mm colour print Agfa, Kodak, Fuji, Konica, and Boots own label (made by 3M) films. Each film was used to take a series of photographs and then processed by "a large processing firm" using machinery typical of that processing the majority of

amateur films. The prints were then assessed by panels of amateur photographers and the "experts" who took them.

Kodacolor Gold 100 ASA film, one of the most expensive at a target price of £2.32, scored best for graininess, sharpness and latitude of exposure (ie the amount of exposure variation that can be made for an average subject and still give acceptable prints). The film also received an above average score for colour.

Of the medium speed films (200ASA) Fujicolor Super HR and Kodacolor Gold 200 scored highest for sharpness, graininess, colour and latitude.

In the 400 ASA speed category Fuji and Konica films were favoured for colour and in the "ultra-fast" category, with ASAs ranging from 1000 up to 3200, *Which?* says Fujicolor Super HR 1600 is the one to choose; it was best for colour in the group.

Before swapping to a new brand of film *Which?* advises exploring the possibilities of that currently used, and provides a few hints on how to get the best from a colour print film: choose the speed of film best suited to the light conditions; over exposing print film may give pictures that are less grainy and have more intense colour. *Which?* suggests using a film setting of 100 for 200 ASA film or 200 for 400 ASA film, for example. And using a competent processing firm can also improve results, says the magazine.

## Cancer risk from passive smoking

The effect of breathing other people's tobacco smoke could account for several hundred of the 40,000 or so lung cancer deaths every year in the UK.

The fourth report of the Independent Scientific Committee on Smoking and Health (HMSO £5.70) notes that passive smoking increases the risk of lung cancer among non-smokers by about 10-30 per cent and recommends that further publicity is given to this risk. The Committee also recommends that the Government considers all the options available to encourage smokers to stop smoking and non-smokers not to start; that the tobacco industry should pursue research into ways of reducing the

amount, irritancy and other harmful properties of sidestream smoke; that "no smoking" should be considered the norm in enclosed areas frequented by the public and ways of segregating smokers considered; and that further publicity should be given to the importance of not smoking during pregnancy and avoiding people's smoking as far as possible.

Edwina Currie, Parliamentary Secretary for Health, said last week that the Government remained concerned about the impact of cigarette advertising and, when the present agreement with the tobacco industry expired at the end of next year, would seek a new agreement.

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## DHSS confirm offer

The Department of Health has written to the Pharmaceutical Services Negotiating Committee confirming the preliminary agreement reached a fortnight ago (*C&D* last week).

The letter, which makes provision for payments for extra services (patient records and servicing residential homes), enhanced fees and on-cost, and a lump sum back payment, contains no surprises. It will be presented to the PSNC at their next meeting on April 16.

## Disallowed!

GPs are not allowed to prescribe medicines costing less than £2.60 on a private prescription, and that's official.

The General Medical Services Committee of the British Medical Association has recently looked again at the rules governing GP prescribing and has interpreted the Regulations to mean that GPs cannot give patients private scripts for medicines costing less than the prescription charge unless they are blacklisted.

## Buspar under attack

*The Observer* continues its benzodiazepine campaign with an attack on Buspar, recently launched by Bristol-Myers.

A recent article entitled "Hidden dangers of new tranquilliser" claimed that patients in Britain were being given less information than American users about the drug. The UK Data Sheet lists dizziness, headache, nervousness, excitement and nausea as the main side effects, with rare reports of chest pains, palpitations, drowsiness, dry mouth, fatigue and sweating. The US Data Sheet includes claustrophobia, stupor, slurred speech, psychosis, photosensitivity and pressure on the eyes.

A spokesman for Bristol-Myers told *C&D* that the differences reflected the differing approaches of the regulatory bodies in the two countries. The US authorities asked for "adverse experiences", which included any reaction that might be associated with the drug, while the Committee on Safety of Medicines required an "evaluated assessment" of the reactions.

# TOPICAL REFLECTIONS

by Xrayser

## Saving brass

I've never actually gone in for brass rubbing. Probably because, as a typical example of "Mercenary Man", I consider Aladdin definitely a one-off phenomenon. Past experience of years of fruitless rubbing have so far produced no genie who would grant our dearest wishes . . . not even our cheapest wish, come to that!

In *The Times* earlier this month, you may have seen an article called "Prescribing a cure", in which a GP practice was able to cut its drugs cost by £600 a month on one drug alone, due to the efforts of a pharmacist funded by the RHA (*C&D*, March 12, p471). With dump campaigns producing substantial evidence of waste it would seem natural for us to swing into action with a coordinated policy of informed help to our GP colleagues. As I whizz around my shop every day I often wonder just when I could do this important work. But let's say we come up with a national policy which we sell to the Minister of Health showing positive ways of reducing the drug bill. He acts on it, and we find our drug turnover (in value) drops by 20 per cent without any compensatory offset. We will still have no more time to get together with our local practices than at present, and probably will have to try harder to increase our shop turnover to offset losses.

It seems clear to me then, that the Pharmaceutical Services Negotiating Committee and local pharmaceutical committees will have to aim for a deal — a sort of one-union agreement — which will give us a better opportunity to save money for the country, not only by cheese paring the drug cost, but by recognising a capital input for more pharmacist involvement in prescribing. Such a procedure would produce a direct, quantifiable improvement in patient care and reduction of waste and should more than offset (by a factor of ten?) any increased input. A sort of ten quid pro quo — or you rub my back and I'll . . . ?



## Competition

It is ironical that doctors and pharmacists are in fierce competition for dispensing patients in rural areas, while, at the same time, our services, so clearly different and more specialised, are being shown as essential to a better use of drugs in general practice. And here I am, the greatest reactionary of our time, pondering the logic of our role and coming to the conclusion that every GP practice should have a retail pharmacy attached, with a couple of pharmacists on tap so they could comfortably

sit in at sessions over lunch or tea and join in as an equal when it comes to advice on drug regimes.

Could I do it now? I'm not so sure, but our younger members can run rings round me and the GPs.

## Photogenic

I've just sold my Rollei SLR to a friend. Sorry to see it go, but I couldn't get lenses very easily, while the adaptors needed to fit non-maker's ones had a reverse action which was inelegant. Instead I've taken to using a Pentax Zoom 70.

The results are excellent. But then the trend has to be accepted. If you are fed up with loading customers' old 35mm cameras, and having to tell them "Not to open the back" until the film is rewound why don't you do as I do? Pick up the offending article and ask how long they have had it. Then say there has been a revolution in photography. They need a new camera, all singing, all dancing with automatic wind-on, giving super pictures when they want. Then grab a new model and show them how easy it is to use.

I've stopped worrying about price, too. Start off saying: "For only a couple of hundred pounds you . . ." If people are spending anything up to a £1,000 for this special holiday, then it isn't a lot by comparison. Yet we learn that over a quarter of UK pharmacies don't even sell film! What opportunities they are missing to increase trade and enhance goodwill!



# COUNTERPOINTS

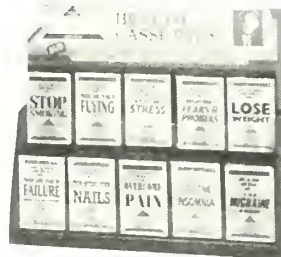
## Get these problems taped

A series of audio cassettes to help people overcome stress, pain, fear and phobias, has been produced by hypnotherapist and psychotherapist, Albert Smith.

People can be helped by listening to the cassettes which take the sufferer step by step through the relaxation techniques necessary overcome the problem. The ten cassettes are titled "Stop smoking", "Lose weight", "Overcome stress", "Overcome fears and phobias", "Let go of migraine", "Overcome insomnia", "Stop biting your nails", "Overcome fear of

flying", "Overcome fear of failure" and "Overcome pain".

The cassettes have a recommended retail price of £4.95 (trade price £2.85 plus VAT). The minimum initial order is 20 (two of each title) with a minimum repeat order of five cassettes. Supplied free with initial orders are an display unit to hold 20 cassettes, a window display board with 10 dummy cassettes and a supply of illustrative leaflets in a dispenser. *Albert Smith, 183 Frinton Road, Kirby Cross, Frinton-on-Sea, Essex CO13 0PA (tel: 0255 672031).*



## Melolin from Numark

Smith & Nephew have joined forces with Numark to produce a range of branded non-adherent dressings.

Nucross Melolin dressings are available in 5 by 5cm (100, £6.54), 10 by 20cm (100, £25.13). All prices are trade and include a 10 per cent promotion discount. Suggested retail prices are 13p, 26p and 48p per dressing. *ICML. Tel: 0985 215555.*

### PRESCRIPTION SPECIALITIES

## New strength Uniphyllin

Napp Laboratories are introducing Uniphyllin Continus tablets 300mg, from May 2 designed to discourage patients from breaking tablets.

The new strength is aimed at smaller patients, with a body weight of less than 70kg who may require a maintenance dose of 300mg twice daily or 600mg once daily.

**Manufacturers** Napp Laboratories, Cambridge

**Description** White, capsule-shaped, scored tablets with "U300" embossed on one side, each containing 300mg theophylline BP, in a controlled release system.

**Dosage, warnings, etc** As for other Uniphyllin preparations

**Supply restrictions** Pharmacy medicine

**Packs** Blister packs of 56 tablets (£24.87, both prices trade)

**Product Licence** 0337/0129

**Issued** October 1987

## Engerix B now for all ages

Engerix B is now available for use in all age groups, say Smith Kline & French. The product licence for

the hepatitis B vaccine, produced by recombinant DNA techniques, has been extended to include neonates and children under three years old. The dosage regimen is the same as for older children and adults. The company says that babies born to mothers positive to hepatitis B antigen, should also be given hepatitis B immunoglobulin — at a different site — soon after birth. *Smith Kline & French Laboratories Ltd. Tel: 07073 25111.*

## Uro-tainer

Clinimed have produced an informative card about the Uro-tainer in-dwelling catheter system, designed to increase the independence of patients at home.

The card gives a step by step guide to changing Uro-tainer bags, with clear diagrams and large print. And there is a regime chart showing solutions to be used for the district nurse to fill in.

The "How to use Uro-tainer" cards can be obtained from Clinimed on Freefone 3830. *Clinimed Ltd. Tel: 0494 444027.*

### CORRECTION

The embossing on Thames Laboratories' new Britiazim tablets, containing 60mg diltiazem hydrochloride, is "T" on one side and "60" on the other, not "60mg", as stated last week.

## Baby Fresh on TV

Scott are backing Baby Fresh wipes on television as part of a £1.1m spend for 1988.

The new advertisement describes a day in the life of a "little man" and his attempts to clean up around the house. When

all he succeeds in doing is to make a mess, Baby Fresh comes to the rescue! It will be screened from April 12 to October 30 across the network backed up by consumer Press advertising throughout the year. *Scott Ltd. Tel: 0342 27191.*

## For baby at bedtime

Bright coloured teddy and balloon motifs are featured on the latest reverse brushed terry pyjama sets and sleeping suits from Keltmace.

The company says that the 75 per cent cotton and 25 per cent nylon soft velour insides of the

sleep suits (around £1.85) and pyjamas (£1.95) has a soft "cosy" feel which is ideal for babies and toddlers. The new range is marketed under Keltmace's Baby K label. *Keltmace Ltd, 8 Lorenzo Street, London WC1X. Tel: 01-278 4433.*





**LYNX SALES HAVE  
BEEN GETTING SO HOT,**

**WE'VE GONE INTO  
THE SHOWER.**



1987 was a very successful year for Lynx. It grew bigger, faster and hotter than any other deodorant.

In fact, it has without a doubt become the hottest, most successful male deodorant brand on the market.

But hold on to your bath towels because Lynx is jumping into the shower with new Lynx Shower Gel.

Not only have its four manly fragrances already proved a major success all over Europe, but Lynx is set to sizzle in what is one of the most rapidly growing areas of the U.K. toiletries market.

What's more, New Lynx Shower Gel isn't simply a mere range extension. It will muscle-in to the market as a brand in its own right with a £1.1 million spend, matching any of the competition and sure to leave them looking wet.

So make sure you stock all four variants in time for the national TV launch in June.

If you thought we were hot last year, wait till you see us steaming in the shower!

FROM THE BIGGEST NAME IN TOILETRIES. ELIDA GIBBS. ✓





## Chefaro get home diagnostics taped

Chefaro Proprietaries have produced a cassette tape about home diagnostics specifically for chemist assistants.

The 15 minute tape sets out to summarise the benefits of the tests, to answer some of the questions assistants may be asked and to explain the process of ovulation and pregnancy. Narrated by Jane Asher, it includes interviews with an assistant and with a mother who became pregnant using Discretest.

The tape — "Home

diagnostics — your role as advisor" — is blister packed to include a leaflet detailing the contents of Discretest and Predictor Colourtip and the telephone helpline. A quiz offers the chance for the first 100 correct entries to win a bottle of champagne.

Order forms for the pack will be mailed to chemists from this week, with a free sample of Predictor Colourtip. Tapes will also be given away by the sale force. *Chefaro Proprietaries Ltd.* Tel: 0223 312956.

## Just to be Sure of a break

Pharmacists and their assistants will have a chance to win a weekend in Paris for two in a competition being launched in the next few months to promote Just to be Sure pregnancy test. The winner is to be announced at Chemex.

Just to be Sure is being marketed by Evans International on behalf of suppliers Custom Research and Development and distributed by OPD Laboratory — a wholesaler distributing Wigglesworth (1982) products.

Evans International say their aim in launching the test is to give value for money: Just to be Sure

costs £3.90 trade per pack of two tests with an rsp of £5.99 a pack.

The test can detect urine levels of human chorionic gonadotrophin (hCG) as low as 50 iu/l using enzyme linked immunosorbent assay (ELISA). It is based on the dipstick method with colour change from clear to blue. The test takes about ten minutes to set up and ten minutes for the colour change to be complete. It can be used on the first day of a missed period. Each test carries negative and/or positive controls. *Distributed by OPD Laboratory Ltd.* Tel: 01-965 9726.

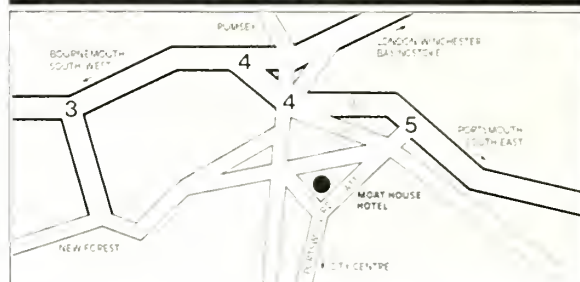
## Space saving from Testpack

Abbott Laboratories have redesigned their Testpack pregnancy testing kit. The new kit contains all the original diagnostic items but comes as a more compact unit which is designed to

save space. Since 1986, the number of pharmacies offering pregnancy testing has trebled from 20 per cent to 60 per cent, say Abbott Laboratories Ltd. Tel: 0795 663371.

## Where to see the Profit Makers in action...

### SOUTHAMPTON



#### Southampton Moat House

Highfield Lane Portswood Southampton

April 12th 1 00pm-9 00pm

April 13th 10 00am-9 00pm

### LEICESTER

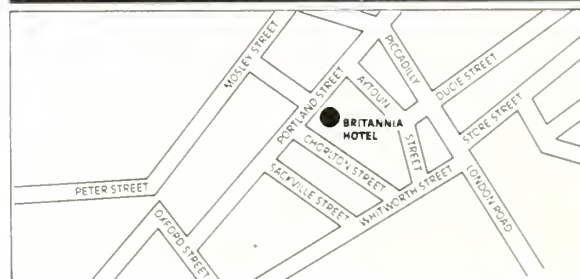


#### Grand Hotel Granby Street Leicester

April 19th 1 00pm-9 00pm

April 20th 10 00am-9 00pm

### MANCHESTER



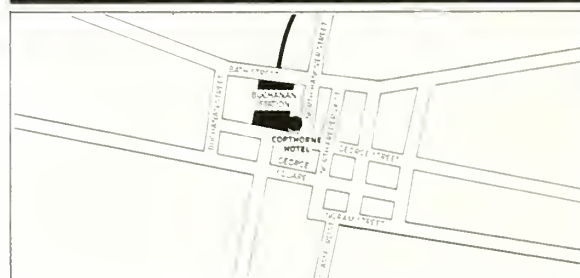
#### Britannia Hotel

Portland Street, Manchester.

April 26th 1 00pm-9 00pm

April 27th 10 00am-9 00pm

### GLASGOW



#### Copthorne Hotel

George Square, Glasgow.


May 11th 1 00pm-9 00pm

May 12th 10 00am-9 00pm

A full range of Konica's photographic products, including the NicePrint minilab, can also be seen at the Photography at Work exhibition taking place at the Harrogate Conference Centre from May 16th to 19th.



# IF WE GAVE YOU £3,000 WHAT RETURN WOULD YOU EXPECT?



19  
20-78-92

Pay \_\_\_\_\_ or order

£ \_\_\_\_\_

A N O T H E R

Cheque No. \_\_\_\_\_ Branch No. \_\_\_\_\_ Account No. \_\_\_\_\_

⑈ 2006 18 ⑈ 20 78 9 21: 706 7 2308 ⑈

## £5,000? £7,500? £10,000?

### FILL IN THE CHEQUE WITH THE AMOUNT YOU WANT

is not a trick question. It is a serious offer to any business that is looking for vital new profit potential.

If you visit us at one of the informal seminars staged, we'll show you how the Konica NicePrint film processing and print system can give you an exciting profit opportunity from less than 10 square feet of shop floor space.

It requires no plumbing, yet you can offer your customers the brightest, most

efficient film processing and print service in the high street.

And to get you started, we'll give you £3,000 worth of paper and chemicals – that's enough for your first £10,000 turnover.

**PLUS** - If you commit to investing in a NicePrint System at any one of our Roadshows you'll get a very substantial additional bonus.

KONICA UK LTD, Plane Tree Crescent, Feltham, Middlesex TW13 7HD. Tel: 01-751 6121

#### WHERE AND WHEN

During April and May we're showing the Konica NicePrint system in action throughout the country. Come along and see the machines in action and you can even try one out for yourself. For your free invitation – and the chance to make substantial increases in your profits – just fill in and post the coupon, or telephone Elaine Price at Konica on

**01-751 6121**



#### YES! I WOULD LIKE TO KNOW HOW TO INCREASE MY PROFITS

- ☐ Please send me an invitation
- ☐ I am unable to attend, but please send me your information pack.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

VENUE \_\_\_\_\_ ADDRESS \_\_\_\_\_

DATE \_\_\_\_\_

TIME \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_ POSTCODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

KONICA UK LTD, **FREEPOST**, Plane Tree Crescent, Feltham, Middlesex TW13 4BR Tel: 01-751 6121

CD4/88



## Cool new look for PR spray

Crookes Healthcare are relaunching PR Freeze Spray with new trimline packaging and a major press advertising and PR campaign.

The new bright blue and white icicle graphics communicate the product's instant freezing action, say Crookes, who report that increasing demand from the traditional sporting sector now extends to a wide range of sufferers of unexpected pain.

Advertising breaks this month and runs throughout the year in national daily and Sunday papers and the women's Press. The advertisements have a humorous theme and illustrate the "Oohs, aahs and ouches" of everyday life, say Crookes. An "Aches and pains" leaflet will also be available through consumer and specialist publications.

Relaunch support for PR Freeze Spray includes a new shelf-reserver, and 14 as 12



outers will be available as a further bonus. In addition, new Crookes "open/closed" signs feature PR Freeze Spray and Mycota. Crookes Healthcare Ltd. Tel: 0602 507431.

**Liquid Vanish** the carpet cleaner has been launched by Benckiser, not as reported in C&D March 26.

Distributed by Chemist Brokers Division of Food Brokers Ltd. Tel: 0372 66891.

# Currently running.



Panasonic Industries (UK) Ltd., 280/290 Bath Rd., Uxbridge, Bucks. UB8 3PH. Tel: 0181 606 1111



## Ever Ready saddle up

Ever Ready, sponsors of two horse racing classics, The Gold Seal Oaks and The Ever Ready Derby, will be visiting UK shopping centres between April 9 and the end of May.

The Ever Ready Derby Roadshow stand, designed as a miniature racecourse, offers competitions, promotional items,

details of the June 1 Derby, how to bet and information on the Ever Ready batteries range.

A door-to-door leaflet drop will tell consumers that for every barcode sent in from Gold or Silverseal packs, Ever Ready will donate £0.25 to The Riding for the Disabled Association. Ever Ready Ltd. Tel: 01-882 8661.

## It's a gift

Polaroid are giving away a pack of film with 635 camera gift sets.

The offer is being supported by national Press advertising this month and next, say Polaroid (UK) Ltd. Tel: 0727 59191.

and international sporting events. There is also a list of events at the Seoul Olympic Games. The 68 page, soft back, A5 booklet costs £3.95 from Eros Mailing Co Ltd (Kodak), PO Box 2, Central Way, Feltham, Middlesex TW14 0TG.

## Sporting chance

"Kodak Sports Photographers' Events Guide 1988" gives dates and venues for hundreds of UK

## Sheet fed

Agfa's CN colour paper is now available in sheet form. There is a 30in x 40in size (pack of 10 sheets £40.63 trade) in semi-matt or glossy finish and a 20in x 30in size (pack of 25 sheets £50.78) in glossy, semi-matt or lustre finishes. Agfa Gevaert Ltd.

## ON TV NEXT WEEK

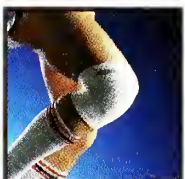
G TV Grampian  
B Border  
C Central  
CTV Channel Islands  
LWT London Weekend  
C4 Channel 4

U Ulster  
G Granada  
A Anglia  
TSW South West  
TTV Thames Television  
Bt TV-am

STV Scotland (central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Anadin:	All areas
Askit powders:	GTV, STV
Listerine:	All areas
Macleans toothpaste:	All areas
Mylanta II:	G
Natrel Plus:	All areas
Reach toothbrushes:	LWT, C, TVS, A, TV am
Robinsons baby foods & juices:	TVS, ITV, TV am
Sanatogen:	TV am
Setlers Tums:	
Solpadeine:	All areas





Seton **ProSport**

## ***Top Quality Support...***



## ***...Whatever the Sport***

Sportsmen and sportswomen can rely on you the pharmacist for advice and recommendation on the best products to choose in the event of an injury requiring support and protection. They know you have the knowledge and experience to help them.

The product you can rely on is Pro-Sport, the brand leading range of supports for a wide range of common sports injuries.

**TECHNICALLY SUPERIOR – HYGIENIC – STRONG – VERSATILE . . .**

Pro-Sport outperforms the competition in almost every UK pharmacy region, and offers you a higher POR (33%), than its leading competitor.

Don't let your customers down! Make sure you stock Pro-Sport, the sporting world's NUMBER ONE.

***ProSport - Support for All***

 **Seton  
Healthcare Group**

Tubiton House, Oldham OL1 3HS, England.  
Tel: 061 652 2222 Telex: 669956 Fax: 061 626 9090



# THE SUCCESS OF ELANCYL...

The Elancyl Active Toning Massage Method is recognised by women the world over to be a simple, natural and effective skin and body programme. In the past year alone, £2 million has gone through your tills thanks to The Elancyl Method!



Pierre Fabre  
From Health to Beauty

A N C Y L   B O D Y   B E A U T I F U L   B Y   E L A N C Y L   B O D Y   B E





# ...BRINGS YOU THE SHAPE OF THINGS TO COME

## A UNIQUE DOUBLE-ACTION FORMULA

Elancyl MP24 Body Profiling Concentrate has been scientifically developed to help women treat and prevent the build-up of 'Cellulite'. Its unique double-action formula helps to stimulate and revitalise skin tone ...

## where it matters most.

The UK launch of MP24 is being supported by a £750,000 promotional package which includes full colour advertisements in leading women's magazines, extensive P.R. back-up, including full page advertorials, and in-store display material.



## BE PART OF OUR NEXT SUCCESS

Elancyl MP24, in 125ml tubes, has a recommended retail price of £15.50. If you want to be part of the next Elancyl success story, contact the Alberto-Culver Customer Services Department today (Tel: 0256 57222).

  
Voted the No. 1 Body Care product  
by Europe's leading beauty journalists



T I F U L   B Y   E L A N C Y L



# Crookes put their best foot forward for Mycota

Mycota, Crookes' claimed brand leader in the athlete's foot market, is getting a new look and new advice literature for the new season.

New white packs will, for the first time, carry a clear brand logo in a design which emphasises the specific positioning of Mycota for athlete's foot, highly suitable for adult male usage, say Crookes. Merchandising has also been streamlined by introducing an upright tube for the cream and a trimline can for the spray, allowing, the company says, all three packs to form a strong on-shelf display.

New shelf and counter display units give additional branding at point of sale; showcards and the Crookes "open/closed" sign, featuring Mycota and PR Freeze Spray, complete the in-store support package, all of which will be available from representatives.

Advertising worth £250,000 will appear in national daily newspapers and the women's



Press from May to September, and PR activities involving samplings and distribution of the new Mycota leaflet and poster will

Scholl are changing the names of their self adhesive pads bunion, callous, corn oval and corn round.

be targetted at the specialist sports and consumer Press. Crookes Healthcare Ltd. Tel: 0602 507431.

From April onwards, all four will be called Extra Soft Felt Pads. Scholl (UK). Tel: 01 253 2030.

## £1.8m backing for Optrex

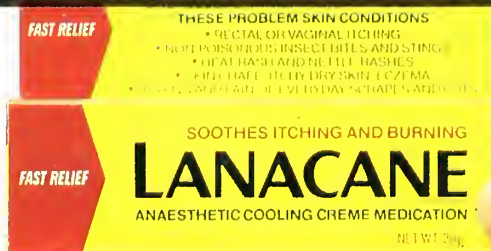
3-D computer graphics and the distinctive voice of Louis Armstrong singing "Wonderful World" have been put together by Crookes Healthcare for this Summer's television campaign for brand leader Optrex.

The £1.8m national campaign runs throughout the season from the end of May to September. Crookes Healthcare Ltd. Tel: 0602 507431.

## Get mobile with Milupa

A two-tier spring mobile is the latest promotion for Milupa's larger Gold Account chemists. Customers purchasing three or more products from the Milupa range get a free mobile, which features brightly-coloured silhouetted animals. Milupa Ltd. Tel: 01 573 9966.

# Combe. Specific relief for skin problems.



**For Personal Itching:** recommend LANACANE for fast relief of Vaginal/Rectal itching. Dry skin itch, itching due to chafing.



**For Allergy Rash:** recommend LANACORT Hydrocortisone for double-action relief of inflammation and itching caused by allergic reactions to soap, plants, jewellery, toiletries, detergents, etc.



**For Insect Bites and Stings and Sunburn:** recommend LANA-STING for effective relief of the pain and itching caused by insect bites and stings, sunburn, nettle rash.

Whatever the skin problem, COMBE gives you the specialised formulation to treat it.

LANACANE contains Benzocaine Ph. Eur. 3% W/W, Resorcinol B.P. 2% W/W, Chlorothymol U.S.N.F. X11 0.032% W/W.

LANACORT contains Hydrocortisone Acetate B.P. 1% W/W.

LANASTING CREME contains 10% W/W Benzyl Alcohol B.P. 2% W/W Lignocaine B.P.

LANASTING SPRAY contains Benzocaine Ph. Eur. 3% W/W, Benzethonium Chloride USP 0.015% W/W.

### Combe

international Ltd.

A.M.P. House, Dingwall Road, Croydon, Surrey, CR9 2AU, England.

Specific Products for Specific Problems





# WALK AWAY WITH

## R o b i n s o n s SOFT & PURE

THIS PROMOTION WILL HAVE SOFT & PURE WALKING OFF YOUR SHELVES! THAT'S BECAUSE YOUR CUSTOMERS WILL SOON BE ABLE TO COLLECT SOFT & PURE TOKENS TO EXCHANGE FOR QUALITY BEAR BRAND TIGHTS. ALL TEN LINES IN THE SOFT & PURE COTTONWOOL RANGE WILL CARRY TOKENS (1 TOKEN ON SMALL PACKS, 2 ON LARGE).

CUSTOMERS NEED TO COLLECT 4 TOKENS TO EXCHANGE FOR 1 PAIR OF TIGHTS IN A CHOICE OF COLOURS. THE PROMOTION WILL BE SUPPORTED BY SPECIALLY PRODUCED POINT OF SALE MATERIAL AND PROMOTIONAL PACKS.

IT'S BOUND TO BE A POPULAR PROMOTION SO MAKE SURE YOU CARRY ENOUGH STOCK TO MEET INCREASED DEMAND.



# Brush with Bugs Bunny and friends say Oral B

Bugs Bunny and friends feature on a new range of children's toothbrushes from Oral B Laboratories.

The toothbrushes come in four primary colours to retail at £0.99 and are aimed at children aged 5-11 years. Oral B say Bugs Bunny and friends have "universal appeal to both the target user — the children — and the target purchaser — the housewife." They say an independent survey conducted in August 1987 showed that Bugs Bunny was "the" most popular character with 5-11 year olds.

The cartoon characters are depicted on the handles. Each toothbrush has a compact head with densely packed, fine nylon filaments and the handle is shaped for easy grip, say Oral B.

Bugs Bunny lunch boxes and flasks will be available in exchanges for three proofs of purchase plus £2. The offer is being promoted on-pack during the launch period.

Oral B say the children's toothbrush market is worth



around £1.4m through independent pharmacies and has grown by 62 per cent in the last year. Oral B claim a 43 per cent share of the sector in independent pharmacies.

The company says there is evidence to suggest that children brush their teeth for longer with character brushes because of the fun element. *Oral B Laboratories Ltd. Tel: 0296 432601.*

## Lotta bottle

Colgate are relaunching Junior toothpaste.

The move is to be supported with a £50,000 campaign which includes the slogan "Colgate Junior cares for milk teeth," on half a million milk bottles.

There is also to be a £70,000 women's Press campaign.

The new pack is a larger 50ml size (£0.65). A flip top replaces the screw cap. *Colgate Palmolive Ltd. Tel: 01 580 2030.*

## Clifford in driving seat

For the second year running, Listerine are sponsoring the Ford Sierra Cosworth RS500 raced by Graham Goode in the British Touring Car Championship. And Clifford The Dragon, Listerine's cartoon character, will be making personal appearances at the start line of the thirteen race series throughout the year. The character can also be seen on the car, which makes its next appearance at Thruxton on May 2. *Warner-Lambert Health Care. Tel: 0703 619791.*



Look no further  
for the relief of conjunctivitis  
due to hay fever,  
irritating smoke or dust

### OTRIVINE-ANTISTIN®

oxylometazoline hydrochloride, antazoline sulphate

Sterile eye drops

A Pharmacy Sale only product



Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request





# NEW FUJICOLOR QUICKSNAP: THE FILM THAT DOESN'T NEED A CAMERA!

Now Fuji brings you bags more sales potential in photography



New Fujicolor Quicksnap is great news for every retailer.

A new idea that brings quality 35mm photography within easy reach of everyone.

Quicksnap combines film, lens and shutter in a ready-to-shoot presentation that's pre-packed for impulse purchase sales.

No other photo product offers such a wealth of sales opportunities.

Quicksnap is for people who forget their camera.

Quicksnap is for people who'd rather not risk their expensive 35mm camera on the beach or otherwise.

Quicksnap is ideal for those unexpected photo occasions.

Quicksnap makes a perfect first-time camera for all ages. Or a low cost introduction to 35mm quality.

The possibilities are enormous.

So we're launching Quicksnap with one of the biggest national campaigns ever seen in the photo industry.

With double-page spreads in The Daily Mail and a hard-hitting radio campaign.

Followed by ¼-pages in most national dailies right throughout the Summer.

Full-colour point-of-sale material and a choice of merchandising presentations cover every retail requirement from kiosk to hypermarket.

Ask your wholesaler for full details of the Fujicolor Quicksnap launch programme.

And see how fast your photo business develops.



**FUJI FILM**  
*Whatever next!*

Please send details of Fuji Quicksnap

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. No. \_\_\_\_\_

To: Fuji Consumer Products Division, Fujimex, Dorcan, Swindon, Wilts SN3 5HW. Tel. (0793) 26211



## Rimmel colour up for Spring

Rimmel are running two Spring promotions on their colour cosmetics.

Eye Time offers a two-in-one brow styler and eye liner pencil, available in ten shades paired into five complementary couples, including moss green with jade green, mustard yellow with midnight black and cherry pink with creamy lilac. They are complemented by ten shades of runproof mascara, from jade green to cornflower blue.

Fashion Plus, appearing after Eye Time, is a collection for lips and faces.

Push-up lipstick will be repackaged to bring it in line with the rest of the brand, and renamed Fashion Plus lipstick. The range will comprise twenty four shades — 18 current ones and six new additions, including: sherry trifle, a dusky rose; black cherries a rich claret; and strawberry ice, a pearly coral pink.

One new shade will be added to the Moisture Plus lipstick collection, and two to the lip liner pencils.

And Rimmel are introducing two deeper colours into the translucent moisturising make-up and complete make-up ranges: fresh almond, a warm dusky beige, and golden bronze, a warm dusky tan. Both are for dark or tanned skins. *Rimmel International Ltd. Tel: 01 637 1621.*

## Travel tales

Braun Electric are sponsoring a competition run in *Cosmopolitan* magazine.

The Cosmo/Braun Independent award, featured in the magazine's April issue, aims to find "an independent, courageous reader who took off in search of adventure and returned with a broadened mind and insight into a different culture". Entrants have to write about a place they have visited, and the first prize is £4,000 worth of travel anywhere



## Soap opera re-runs

The search for the 31st Miss Pears has begun with the launch of the 1988 advertising and public relations programme.

Advertisements centre around a series of colour "stills" which show Miss Pears 1987, three year old Claire Moogan, playing with a bar of Pears transparent soap — the first time a bar of soap has actually been shown in use in the advertising campaign since 1964. The full page colour advertisement will appear throughout April and May,

in a series of women's interest publications and Sunday colour supplements including *Woman's Own*, *Woman*, *Prima*, *Mother and Baby*, *TV Times*, *YOU* and *Sunday*. Total cost of the support campaign is £350,000. The visual is supplemented by details on how to enter, and entry forms are featured on special cartons.

Entry is open to girls aged 3-9 and living in the UK, closing date is July 1, and the first prize is £1,000. *A&F Pears Ltd. Tel: 01-486 1200.*

in the world. Braun products are part of the runners-up prize package, and the Independent range of stylers is mentioned in the editorial for the competition. *Braun Electric (UK) Ltd. Tel: 093 27 85611.*

## Wax lyrical

Pifco Salton are backing their Carmen Waxworks depilatory system with a £130,000 Spring advertising campaign.

The campaign breaks in May in the new *Clothes Show* magazine and spans 14 additional women's quality monthly titles until July. *Pifco Salton. Tel: 061 681 8321.*

## Limited edition

Network Management Ltd are introducing a special 30ml eau de cologne spray of Bal a Versailles perfume (£7.50).

The fragrance is presented in a glass bottle with the characteristic Bal a Versailles graphics and a gilt ribbed cap, and packaged in a sealed glossy white carton decorated with gold.

It is available to all appointed stockists from mid-June while stocks last. *Network Management Ltd. Tel: 01 560 1200.*

## Dana's Tabu subject

Dana Perfumes are running a trial size promotion on Tabu this Spring.

The limited edition spray (15ml £1.65) comes in a white counter display to hold 36 pieces. *Dana Perfumes Ltd. Tel: 01 646 0344.*

## Network bag an offer

Network Management are running a gift with purchase promotion on their men's fragrance Boss.

Purchasers of the 125ml eau de toilette splash or spray will be given a Boss sportsbag, a spacious holdall with three pockets and shoulder strap designed in the Boss pinstripe with a black webbing trim.

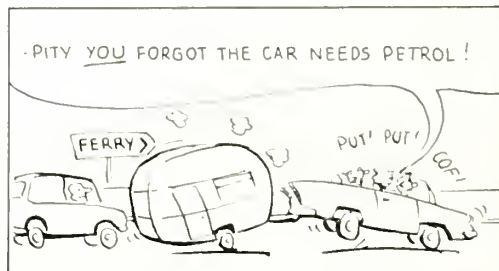
Advertisements will run in Sunday supplement magazines to support the promotion. The offer is available to all appointed stockists of Boss and will run during June. *Network Management Ltd. Tel: 01 560 1200.*

## Ivoire goes on trial

Parfums Balmain are introducing special trial sizes on their fragrances and bath line.

An Ivoire 50ml body cream offer will run from the end of April and will retail for £7.50. In mid-June a special 15g Ivoire eau de toilette atomiser will be available while stocks last for £10.50.

The Balmain Classic range, which includes Jolie Madame, Miss Balmain, Vent Vert and Monsieur Balmain, will feature an introductory 28ml eau de toilette atomiser offer in mid-June retailing for £9.95 while stocks last. The promotions are available to all appointed stockists. Distributed by *Network Management Ltd. Tel: 01 560 1200.*







## GUESS WHO'S ALWAYS BEEN OZONE-FRIENDLY

Our spray has never contained any harmful chlorofluorocarbons (CFCs). Even before their damaging effects were confirmed in the press and manufacturers started searching for safer alternatives, Radian-B was spraying pure pain-relieving agents — undiluted by any CFC propellant.

And unlike other muscular sprays, Radian-B works whichever way up it's held, for fast accurate relief from persistent aches — whether muscular, rheumatic or from over-exercised and pulled muscles.

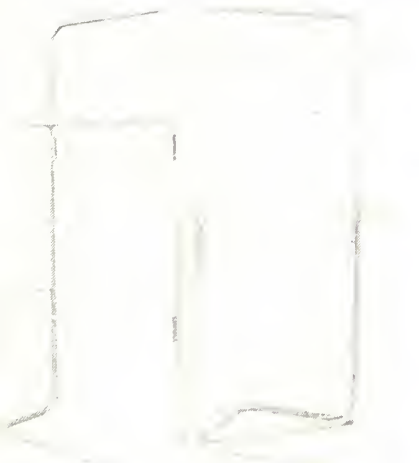
With all this environmental concern producing greater demand, now's the time to build up stocks of the only rubefacient that you can confidently recommend as ozone-friendly. And don't forget to stock up with Radian-B's fast-selling rub, liniment and embrocation too.



# Radian-B

**ACTION THAT'S FAST  
WITH RELIEF THAT LASTS**

Call our **Customer Liaison desk**  
now on **0509 611001** for  
bonus terms



A new mesh-grid modular display system provides retailers with an adaptable method of creating stylish displays for a range of merchandise. From Robert Winsor Productions Ltd. Tel: 0480 61000

The newest additions to the Case range of surveillance cameras and closed circuit television (CCTV) surveillance systems will be demonstrated at IFSEC '88 (April 11-15 at Olympia) by Cash & Security Equipment Ltd. Cash & Security Equipment Ltd. Tel: 0727 4107.



## Instrument steriliser

The SES 2000, a new automatic autoclave which "thinks" for itself, has been launched by Surgical Equipment Supplies.

Designed with European standards in mind, all the operator has to do is to load the autoclave, fill the chamber with distilled water, select one button, thus choosing from four sterilising cycles. At 134°C it provides sterile instruments in 12 minutes and sterile/dry instruments in 29 minutes.

With a 13<sup>1</sup>/<sub>2</sub>in chamber, the SES 2000 offers two sterilising temperatures, 134°C and 121°C, each with optional drying. Once the "cycle select" button has been pressed, the sterilising cycle is automatic. Stainless steel trays are supplied; cassettes and pouch racks are optional extras. SES Ltd. Tel: 01 993 7101.

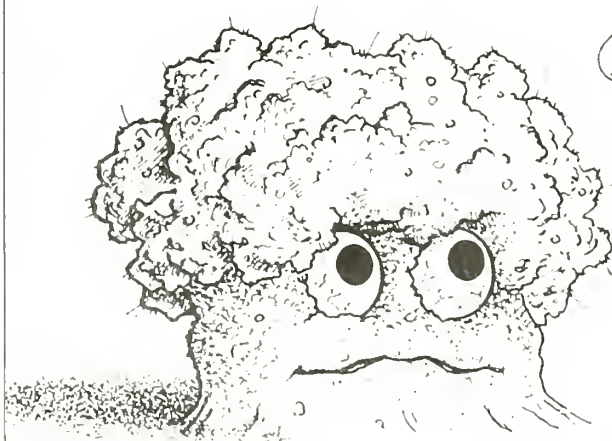
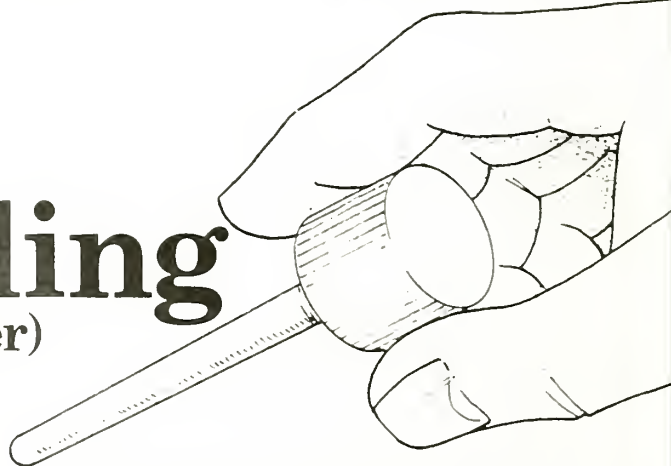
## Slimline stand from Kent

A multi-purpose floor stand is now available from G.B. Kent. Made from tubular steel the stand is 5ft 11in tall. Suspended within the frame is a network of 2in sq metal constructions, which gives the maximum possibility of product display. There is a wire cradle for displaying toothbrushes.

The stand comes with a red back board which is detachable. Once removed the amount of space for display is doubled. The stand comes supplied with 16 Euro Hooks and 16 "J" prongs, and is free with orders of between £150-£200 of brushes. G.B. Kent & Sons plc. Tel: 0442 51531.

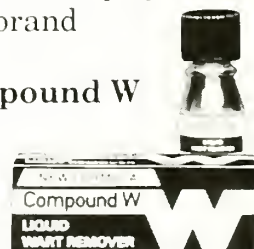
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In the battle against warts, the weapon most pharmacists choose is **Compound W**.<sup>\*</sup> And so far we are the only wart remover to advertise regularly to consumers. As a result, last year, our sales shot up by 30% - strengthening our position as brand leader. So when you recommend **Compound W** to your customers, you can be sure you'll both profit.


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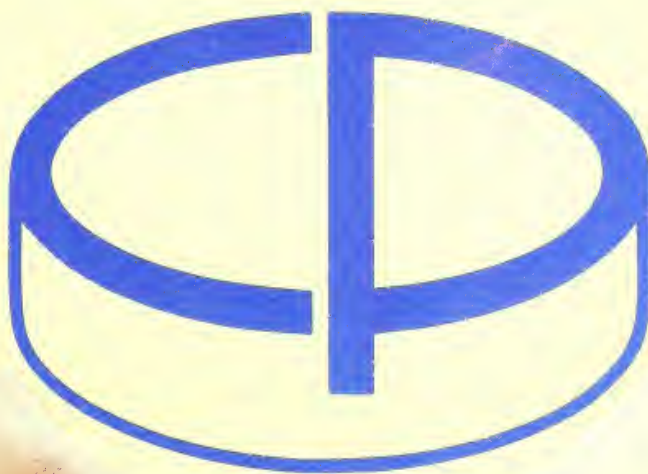
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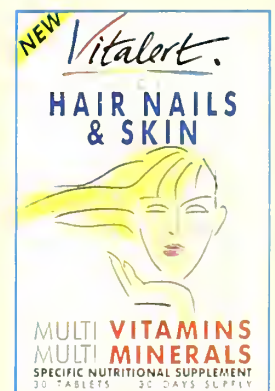
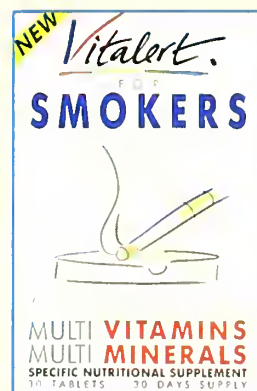
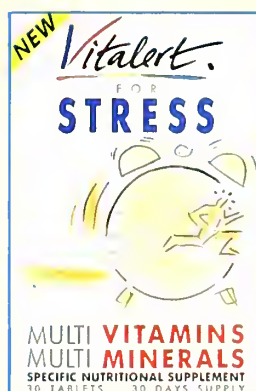
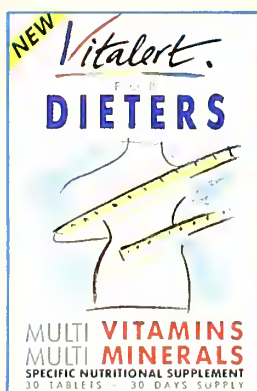
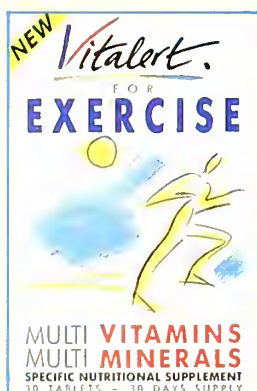
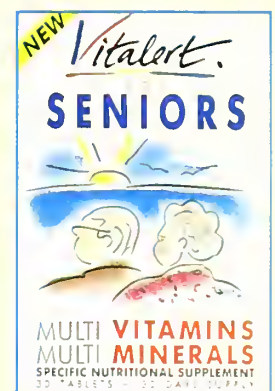
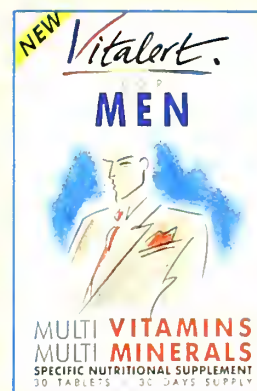
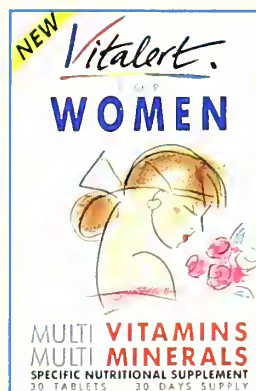
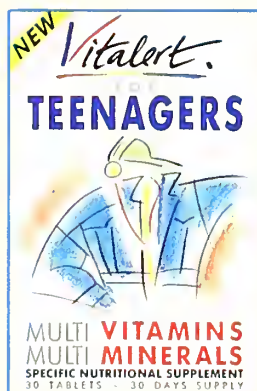
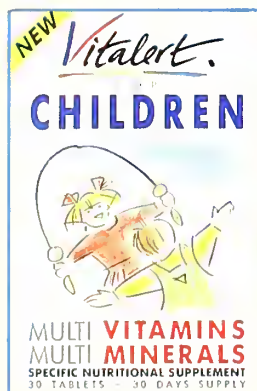




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# Shades of cleaning

**Household products can be mundane necessities or the finishing touches on a glamorous decor and the chemical solution to arduous cleaning. A pharmacist can be just another person who sells them, or someone to be looked to for expert advice.**

The two rooms that sell a house are the kitchen and bathroom — ask any estate agent. And some householders take such a pride in them that they will even choose tissues to blend with the decor, according to Kimberly Clark, or co-ordinate room fragrance with personal fragrance, according to Woods of Windsor. Cleaning and laundry products, air fresheners and insecticides, stain removers and hot water bottles can be found in most pharmacies. Is there an opportunity for pharmacists to increase sales in the household sector? And how far do consumers see pharmacies as suppliers of household products?

According to John Hines, marketing manager of DDD, housewives find the chemical background of pharmacists a reassurance when selecting cleaning products. "They find it a challenge and they look to the pharmacist as someone who can help them".

The message from Euromonitor is that people are getting cleaner. They estimate the 1988 market to be £1.6m from the 1986 figures. And if they want to stay clean people will treat washing products and soaps as essential even when pursestrings are tight.

Monday Washing Day has disappeared for most of us along with the rag-and-bone man, and fish on Fridays. Washing every day with the front loading automatic has made people loath to use boiling temperatures because of the cost.

Therefore liquid detergents have dominated the market at £48m in 1987 (*Retail Business* figures), growing rapidly since September 1986 with the arrival of Wisk.

Now brand leader is Procter & Gamble's Ariel liquid (83 per cent sales in independent retail outlets according to the KAE grocers report,) and Wisk (62 per cent in independents). Trade rumours suggest that Lever will be launching a liquid Persil to keep their competitors at bay.

Lever's information officer, Pauline Swaine explains the advantages of using liquids: "They are easier to carry and don't soak up moisture in the cupboard. They don't clog the dispenser drawers and don't leave residue on the clothes." Euromonitor predicts that unless consumer spending starts to slip powders will become outmoded and good prospects lie with kitchen and toilet cleaning products where hygiene is becoming increasingly important to the consumer.

## New for the loo

Jeyes Ltd say they had 24 per cent share of the toilet cleaning market with Jeyes Bloo and Fresh Green (Sterling, 1987), which took a 33 per cent volume share and Ibcoll Concentrate with a 14 per cent volume share. Jeyes say 10 per cent of business is accounted for in the chemist and drugstore sector.

Non-grocery controller John Adams comments that several new toilet cleaning products are to be launched in 1988 and the company is expecting a 40 per cent increase in the chemist sector business.

## Many uses

Dreiturm are to distribute their Goldreif multipurpose cleaner to pharmacies through Demada Ltd. The product can be used for washing, rinsing, conditioning and cleaning tiles, glass and tableware. The company says it is safe for woollens and all synthetics.



# Sunlight shines on

When Lever Brothers open their new £18m plant in August it will be 100 years since the Port Sunlight soap factory began, and with it the life of the "Sunlighters", inhabitants of William Lever's model village.

Just out of the fumes of the then slum-ridden Liverpool Lord Leverhulme (or "Uncle Billy" as he was more affectionately known) built a place with broad streets and leafy public gardens. His intention was "to create houses in which our work people will be able to live and be comfortable, in which they will learn more about the science of life, and learn that there is more enjoyment to life than in the mere going to and returning from work." He was determined that beauty should not be sacrificed for convenience and the village still attracts architects and planners from around the world.

There are now 900 red brick houses of varying styles, with mock Tudor facades, barley sugar twisted chimneys, leaded lights and neo-Gothic doorways. Electric light came early from the company's own plant. Bathrooms and garages eventually followed in the 1950s. The community has its own

theatre, clubhouse, inn, school, church and now a cottage hospital. Because of the different styles the buildings haven't dated although the village management company U.M.L. have modernised the interiors and backs.

In the 1930s the large multi-purpose blocks of Sunlight soap gave way to washing powders and from there a host of liquid cleaners. In the 1980s when washing powders are giving way to liquid detergents, employees are this year receiving souvenir bars of the original soap.

Also in the 1930s Domestos was introduced to the North East. By 1952 it had grown to national distribution. Detergent was added in 1970 and by 1986 consumers were spending £60m on liquid bleaches.

Handy Andy, the multi-purpose liquid cleaner was introduced in 1959 and has been improved several times, most recently in 1982.

Sun powder and rinse aids for washing up machines followed in 1966 and Frish in 1979. Sun liquid appeared in 1987 and the same year saw the arrival of Frish lavatory cleaner.

Alice Meachin (96) who moved to Port Sunlight as a young girl when she married a soap worker says, "I couldn't believe it. It was so beautiful and still is."

In 1980 tenants were given the opportunity to buy their own houses and at the end of 1987 about one third had taken up this option. Since 1979 it has not been necessary for residents to be employees but the company says this has not destroyed the corporate feeling.

Some people have worked for the company for 40 or 50 years and several generations of the same family can be found at the factory. "This is likely to change now," says information officer Pauline Swaine. "People move about more and retire earlier but there's still a great sense of community and people take a pride in the history."

Chairman of the centenary organisation committee, Fred Lewis says: "We have come full circle. The Port Sunlight celebrations are a landmark and should be remembered as such. When people look back during the next 100 years it should be impossible for them to forget what happened in 1988 — a time of

## Questioning the future of CFCs

The recent CFC scare, heightened by Press stories of Prince Charles banning aerosols from his house, has caused widespread concern, but how much effect will it have on the market and can suitable alternatives be found?

Not all aerosols contain CFCs (chlorofluorocarbons) as propellants. In the UK nearly half do not, according to the British Aerosols Manufacturers Association figures. Many household products are water rather than solvent based because they do not require such a dry spray.

BAMA, while they support the proposed United Nations Environment Programme to limit worldwide production of CFCs by stages, consider that labelling "ozone-friendly" products would serve no useful purpose. "Essential safety instructions are very much more important and the additional wording would only clutter the already restricted labelling area."

In September 1987 a protocol limiting the future production and consumption of CFCs was agreed by the United Nations environment programme in Montreal. More than 50 states, plus the EEC participated in the conference. About 25 signed straight away. Others took it away for consideration.

### Any alternative?

The protocol will come into force on January 1, 1989, provided 11 ratifications (which must represent at least 67 per cent of the 1986 estimated global consumption of the controlled substances) have been received. If they are, six months after that date consumption in signatory countries or economic regions must not exceed the calculated consumption level for 1986. From July 1, 1993 consumption must not exceed 80 per cent of the 1986 level. From July 1, 1998 it must not exceed 50 per cent.

Alternatives, however, have not been

easy to find. Although many products are already made with hydrocarbons these are flammable. It was hoped that CFC22 which has been used for some time in this country in industrial products might provide a safer alternative but ICI have now abandoned this idea. BAMA stress the importance of a gradual change to give companies time for adequate toxicity testing and adjustment to the market. In the USA the toiletry sector was reduced by more than 50 per cent. Such drastic consequences would not be expected in the household sector but there would certainly be a risk.

### Environmental concern

A spokesman for Reckitt says: "We don't use CFCs in our products. We use butane as the propellant. I know this is flammable, but it needs to be heated to an extremely high temperature before it is a danger."

DDD say they are highly concerned about safety to the environment. Because they have links with Germany where the Green Party has a lot more influence than ecology groups over here they emphasise that their products are biodegradable and do not contain CFCs.

Likewise Benckiser feel their German links have some influence over their concern for environmental safety. They also have biodegradable products and do not use CFCs. They do not see the conservationist household product market as large, but do think it important to consider every aspect of a product and protect the environment as much as possible.

### Propellant change

In the insecticide market PBI Kybosh is made from a butane/propane propellant and Napa products no longer contain CFCs because of the company's concern for the environment.

Bayer's Mafu and Autan brands are also free of them and have been for some years because of environmental reasons among others, says the company.

### 'Ozone friendly'

Haventrail have a range of "ozone friendly" household products. The Provence range includes air fresheners, furniture polish, a window cleaner multi-purpose domestic cleaner, oven cleaner, a spray starch, a fly and wasp killer and a household maintenance spray.

## Bayer: a household name

Bayer, already widely known in the chemical market, have this year launched into the household product sector and are keen to promote through pharmacies.

SOS is the umbrella name for a range of products described as "next generation cleaners". Two years' research costing £14m has gone into producing the new line which Bayer see as a natural progression of their business.

"We were looking for a non-seasonal market with growth and a product range where we can use Bayer's worldwide experience and research development facilities," says senior product manager Kevin





looking forward as well as back."

A series of celebrations is planned and visitors are encouraged to dress up in period costume from any time during the last 100 years. A vintage transport weekend (April 30) will feature an ex-Great Western Railway steam engine and Port Sunlight will be redecorated with period posters to recreate the times of Uncle Billy.



Bolt. Based at their Newbury site, the household sector is expected to expand over the next few years and the company is showing its confidence by backing the products with £3m worth of advertising.

"We were trying to get away from the mundane and often very patronising approach to housewives in cleaning advertisements," says Kevin Bolt. The national television commercials show soldiers, housewives and children and radio commercials feature Kenny Everett. The campaign is backed by PR activity and competitions.

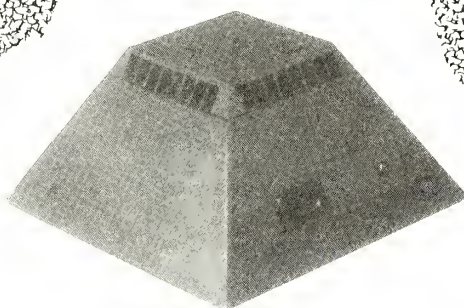
Their SOS glass cleaner uses natural vinegar as a solvent. Bayer believe this will appeal to most housewives because they tend to be quite conservative. The packaging too is restrained with its simple logo SOS in primary colours "We didn't want to be a whole generation removed. The logo is simple and implies reassurance, help in the home. The Bayer cross is a sign of reassurance," says Kevin Bolt.

During the launch promotion a £2 cashback offer is available and 180ml trial size general purpose cleaners cost £0.25. A nationwide campaign to 8million homes will distribute 95p off coupons. The general purpose liquid cleaner (500ml £1.09) can be used neat or diluted and comes in a bottle designed for an adult hand. It has a controlled flow neck.

The spray cleaner has a trigger pack (500ml £1.19), refill (£1.09). Glassworks (£1.19, refill £0.95) gives smear-free glass, says the company.

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## Benckiser's soft sell

Benckiser are spending £3m on advertising and promotions from April. Their predicted turnover this year is £20m, going on a 45 per cent growth year by year. Since they acquired Ecolab in July last year there has been a total restructuring of the company.

Their Calgon advertisement shown on TVS, London and Central television features Mrs Safe and Mrs Sorry. June Brown is taking part in in-store promotions and a 1.7 million

leaflet drop in the Thames Valley region is to be organised with the mailing of Thames water rates. Calgon, the water softener has been endorsed by Thames Water Authority, following product testing. The company says it has a brand leader with Finish (50 per cent sterling share of the dishwashing production market), and has strong brands such as Vanish and Impact. It is relaunching Liquid Vanish as a carpet cleaner.

## Poison dangers...

Household products can be dangerous, even fatal, although few are enforced to carry safety caps. The figures from Guy's hospital published in 1987 show that of the 598 homes visited 37 per cent of 2,000 child poisonings were thought to have been from those ingesting household or garden chemicals. In child poisoning, accidents with household chemicals seemed to occur most often with children about 12 months old, at the crawling or toddling stage.

Child safety regulations in December require specified household chemicals to be sold in child resistant packaging when existing stocks run out. Yet the Institute of Packaging points out that domestic bleach is missed out of the regulations despite the fact that statistics reveal it has the highest referral rate.

So which companies are making their own safety adjustments and how does this affect sales?

## Carpet clean-up



In the £8m carpet cleaner market the 1001 range by Cussons is a strong brand leader with 52 per cent. The recent addition 1001 Troubleshooter, the instant spot cleaner, achieved an 8 per cent share in its first six months. Until May the 1001 foam shampoo carries a 15p off next purchase coupon for Spring Carpet Freshener. Troubleshooter has a money off next purchase voucher and a promotional price ticket of £1.35.

## ...and how companies are coping with them

DDD stress that they are very concerned about safety, and think it is one of the most important aspects of their products. They draw attention to the Department of Trade's Home Accident Surveillance report which shows that 163 accidents in one year were caused by kettle descalers and led to hospital treatment. The Ox range is non-toxic, non-corrosive and non-abrasive, says the company. Their packaging contains the message that the products are safe.

Benckiser also point to the fact that their products are safe because with the non-toxic water softener there is no danger of poisoning as with some descalers when they are left in a kettle overnight. "It would be so easy for someone to wander in and make a cup of tea without realising," says marketing manager Nigel Bruce.

Bayer point out that their SOS cleaner comes in a bottle shaped for an adult hand and is therefore less likely to be played with by a child. They are concerned that the popular trigger containers may be attractive to

children who might use one as a gun, but the company says they are quite complicated to open. Bayer add that to make something impossible for a child to open is very likely also to make it impossible or at the least inconvenient for a housewife. However, with the oven pad they were particularly cautious and a child would have to undo several layers and puncture the pad in order to get to the caustic soda inside.

Lever agreed that it would be a great inconvenience for the housewife to have containers which were very difficult to open and pointed out the danger that if they were too awkward people would be likely to decant the contents or simply leave them unsealed.

Reckitt are testing their toilet range for safety tops but are less concerned about their other products which they say are of little risk.

The new ant bait from MAFU is contained inside a tin which is placed near the suspected ant's nest and is, only punctured by two tiny holes. The company says this is much safer than laying down gel or powder.

## This year's hot gossip

The hot water bottle has emerged from being an uninspiring and unromantic, though practical, object to become successful in the gift, fashion and toy market where it is starting to command higher prices.

The market in a fairly good year is six million bottles, and is worth £25m, according to Rand Rocket. Chemists' sales of uncovered

bottles have been 50 per cent down this year.

Rand Rocket hold 50 per cent of the economy bottles market, 10 per cent of the British Standard rubber bottles, 100 per cent of the thermoplastic market and 20 per cent of the covered bottles, they say.

Vibrant colours are only possible with thermoplastic, says the company, and neon

colours will be introduced this year to brighten the pharmacy trade. A clown and teddy will be added to the three dimensional head range.

The company will provide a metal floor display stand free with every order of any £500 across a range of mixed bottles. As thermoplastic does not perish, say Rand Rocket, a five year guarantee can be given.



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# The growing air freshener market

For the last five to seven years the air freshener market has been growing. Reckitt say it has a 33 per cent growth year by year.

Of the £40m market Reckitt say they hold 12.6 per cent with the Haze aerosol, 10.8 per cent with the Magic Mushroom, 10 per cent with Shake n Vac and 7.7 per cent with Stick Ups. This puts them some way ahead of their nearest competitor Glade.

Further down the scale Mirair have 2.5 per cent share and Kitty Little a 1.4 per cent share. The magic mushrooms, second-brand leaders in the air freshener market owe much of their success to the novelty of their name and shape. Launched in the United States in 1986 they gained 25 per cent of the US air freshener market in the first six months and grew the US slow release market by 26 per cent in volume. They are now the biggest selling air fresheners in the world.

People are attracted to the novel shape. It's an attractive addition to the room rather than something purely functional. They come in a range of pastel colours specially designed to coordinate with popular room decor.

## Herbal air

Jeyes acquired the Herbal Air range of natural air fresheners from Weston Green this year. The range contains fragrances based on pure natural essence of flowers, berries and woods. Managing director Jimmy Moir says: "This reflects our real interest in combining ecological acceptability with the highest product performance standards."

## Alternative moods

Reckitt say their Moods hold an 11 per cent share of the £16m air freshener market (MSP). Designed for the upper market the dry room spray fragrances are based on more sophisticated perfumes said to add "a subtle background to your home", and come in three variants: Spring morning, Summer day and Autumn evening.

# The devil saves work for idle hands

DDD, distributors for Dendron, say their Stain Devils are brand leaders in the spot removal market. In 1986 they had sales of £9.8m and in 1987 £10.8m. The Stain Devil range has been repackaged in boxes but still has the imp logo, inherited from the German Flechenteuffel. Marketing director, John Hines says that the market peaks in July or August because in Summer people stay out longer, wear lighter clothes and are more susceptible to grass, picnic or oil stains.

The new Stain Devil display unit is designed to take up less width on a shelf and

the containers are on runners. The company believes the strength of Stain Devils lies in the separate formulas for specific stains.

With the introduction of the make-up remover this year, the company is spending £350,000 on advertising, and has its first television campaign. This includes 150 spots on TV AM, featuring Bernard Cribbins with the message "Accidents will happen". £200,000 is being spent on advertisements in the women's Press to reinforce the image.

The company is hoping that Stain Salts, brand leader in Germany, will catch on over here.

The OZ range is now being relaunched to make it more consistent. New labels have been designed and the packaging contains illustrations of the relevant appliance.

DDD estimate OZ as having £2.2m sales of the £6m limescale market. Some 2,250 radio spots in March and April are using Frankie Howard to promote messages such as "a wizard way to descale your kettle" along with advertisements in the women's Press.

Leaflets are distributed at POS and in some cases appliance guarantees are invalidated if the OZ descaler has not been used. Dolphin showers are distributing leaflets for the shower jet cleaner.

# Methods of combatting insects

As warmer soil temperatures signal the start of Spring millions of ant colonies stir from their hibernation to look for food. The UK has its fair share of ants from the 150,000 species in the world. Black ants, whose natural food is the secretion of aphids on plants, will invade the house in April, May and June looking for sweet foods. Market leader for killing ants is

the Nippon range from Synchemicals with their ant killer liquid, powder and ant and crawling insect aerosol.

Richard McDonough, marketing manager, says "Ant and insect activity is sure to be high this year with fewer losses over the Winter months because of the mild weather."

In the total insecticides branded market Vapona are brand leaders with a 28 per cent share. They extended their range with three products last month and have repackaged the range with colour coding for flies (yellow), ants (green) and moths (pink). They say the market is worth £15m against the main season from April to September and because of modern central heating insects are becoming an all year round problem. Therefore there is plenty of opportunity for growth.


Their new products are the ant and crawling insect trigger spray (£1.79), the fly and ant pens (£1.79) and the fly killer aerosol (£0.89). The company is spending £500,000 on a national television advertising campaign throughout the year.


Advertising for Kybosh flying and crawling insect spray will run in May and June. The aerosol (£2.25) has a two-way sprayhead: when used upright the nozzle produces a fine mist for killing flying pests; when pointed downwards a coarser spray releases a heavier concentration of insecticide. It comes with a free detachable gun which can afterwards be fitted to any standard aerosol.

In the event of a poor Summer Napa recommend that chemists stock crawling insect and flea and moth killers which can still produce profitable sales unlike the fly killer market which did not see much growth last year.

The company introduced Doom ant and insect powder (£1.29) this year.


A less usual way of combatting insects is Scorpion, the flying insect control unit from National Pest Control. A stainless steel construction of UV tubes, the products can be wall mounted or suspended. Secto are introducing Kil-A-Line (£1.25 per pack of 12) which draws a stripe of lacquer to kill insects in the home or outside.





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Telephone: Dublin 507077



## Any old ion?

What is it about sea and country air that make us feel better? According to Amcor it's a simple factor which can easily be reproduced in our own homes. The air we breathe indoors is low in negative ions because they are destroyed by microscopic particles of dust. The company's air ioniser is designed to enrich indoor air with a constant stream of negative ions and so reduce the serotonin level of the individual.

The range includes the PR unit (£26.95), the Aztec (£34.95), the 3A (£35.95) and the Pyramid (£39.95). In the air processor, just reduced to £79.95 from £99.95, the air enters the unit via a washable filter. It is ionised, then passes through an electrostatic filter that traps pollutants. On output it is ionised again, says the company.



## Paper money

Paper hygiene is an essential part of a chemist's product mix. Total sales last year rose by 4.5 per cent say Scott. They say they are the leading supplier, with volume growth of 10.6 per cent. The company now holds more than 52 per cent volume share of all branded paper product sales.

Toilet tissue is the largest sector of the market, worth £417m in 1987 and predicted to be £445m this year by Kimberly Clark. Brand leader, Andrex, saw sales rising by 6.3 per cent during the year which now gives it a 32 per cent volume share (more than twice that of its nearest competitor) say Scott. They believe success lies in the product range, as there are three sizes and six colours.

### Mix and match

Sales and marketing director Nigel Thomas says: "74 per cent of housewives try to match the colour of toilet tissue to their bathroom decor. And by stocking all six Andrex colours a retailer can increase his sales by as much as 40 per cent."

Kimberly Clark also now have six colours, with their recent addition of soft aqua and champagne. They changed to single-ply toilet tissue in February this year and say they are confident that the upward trend will continue. Ballet is the biggest selling toilet tissue in chemists with a 17 per cent share of sales compared to 10.5 per cent a year ago says the company. Kleenex Velvet's sales in chemists rose by 3.5 per cent.

## A tissue, a tissue

The major manufacturers of UK facial and toilet tissues are Scott, Kimberly Clark and British Tissues. Together they hold 83 per cent of UK tissue sales (figures from Mintel Market intelligence report, March). In 1987 Scott had a 40 per cent volume share, Kimberly Clark 22 per cent and British Tissues 21 per cent.

## Kitchen towels roll on

The kitchen towel market was worth an estimated £91m in 1987 and had a volume growth of over 10 per cent during the year. 270 million rolls were sold as compared with 178 million in 1980, say Scott.

Over the past five years the market has grown by an average 7 per cent a year say Scott, and in 1988 is forecast to reach £100m. Reasons for growth are the higher standards of hygiene among consumers these days, the increased consumer incomes as opposed to the steady price of kitchen towels, and the effect of advertising. Brand leader Fiesta has a market value share of 14.4 per cent, followed by Scottowel with a 6 per cent share, Dixcel with a 3.9 per cent share and Kimberly Clarks' Kleenex Country Collection with 3.4 per cent say Scott. They say it is advertising which is driving the market. Fiesta was backed by a £1.8m television campaign last year. However, Scott believe there is still plenty of opportunity for growth in the market: they say 26 per cent of households still do not use kitchen towels, and while round 58 per cent of

kitchen towel users claim to get through a roll in under two weeks, 42 per cent of users can make a roll last for up to two months or even longer.

The facial tissues market declined by 1.6 per cent in 1987 and Scott say that all major suppliers lost volume except themselves, who gained 3 per cent, and over 20 per cent of the market.

However, in chemists Kimberly Clark say Kleenex brands account for nearly 35 per cent of sales. Scotties increased sales by 7 per cent in 1987 in competition with Kleenex for Men and Kleenex Super 3 in the £63.5m market for mansize brands.

Kleenex Travel Tissues are leaders in the £51.5m regular sector after leaping nearly 25 per cent in volumes last year but the pocket packs have to contend with Scott's Handy Andies, top selling brand for the past 30 years. Handy Andies increased sales during 1987 by 14.3 per cent to give them a 53.8 per cent share of the £10m pocket tissues market, say Scott.

Modo and Stuart Edgar were contributors to the own label market share which has grown from 33 per cent volume in 1981 to 41 per cent for toilet tissue and reached 49 per cent for facial tissues in 1987.

In the facial tissues market brand leader is Kimberly Clark with a 28 per cent volume share.

British Tissues increased their market share slightly with the launch in 1987 of the Dixcel Sneezy range. Stuart Edgar launched Sensations menthol tissues in 1987.

In the toilet tissues market estimated brand shares by Mintel show Scott with 33 per cent as leaders, Kimberly Clark with 14 per cent and British Tissues with 10 per cent.

Casualties were economy lines, down from 25 per cent to 15 per cent.

So how does the future look for tissue sales? According to Mintel the European market still needs rationalisation despite its growth. Overcapacity and the development of own label products have driven the manufacturers' profit margins. Overall, they say, tissue consumption is forecast to grow 3-4 per cent in the next two years, followed by lower growth. The acceleration of the development of new technology for tissue marketing will make the industry bigger and more cost effective but exacerbate the problem of overcapacity.

## Nouvelle share on the up

Fort Sterling's top selling brand Nouvelle has pushed sales up by 73 per cent achieving a 6.4 per cent market share in regions where the campaign was televised.

The company is changing to point to point production of their tissues, with the £4m they have invested in machinery. The process is of matching peaks and troughs in the paper to give the appearance of a thicker pile. The company holds a 6.4 per cent of the market value share.

■ Holmen Hygiene (formerly Modo Consumer) have a turnover of £250m and a production capacity of over 200,000 units a year.



## Whiff of success?

Offer a West Country person a whiff of lavender and he's likely to turn his nose up, according to Roger Knowles, marketing manager of Woods of Windsor. But the old English rose fares less well in the United States where lavender is popular, for the affluent clientele of Windsor, being able to co-ordinate toilet paper and air fresheners with room decor simply wasn't enough — as Roger and Kathleen Knowles found out when they opened the Woods pharmacy in the shadow of Windsor Castle.

From the vapourising ring (for a lamp) to the drawer liners to the pot pourri, Woods provide a co-ordination right across the range. Recipes are based on old formulas found in the Woods pharmacy which dates back to 1699. Roger Knowles says chemists should take advantage of the fragrance field, as the traditional home for these products.

The Woods of Windsor display stand is designed to fit in shops with limited space and is therefore suitable for a pharmacy. It fits on a gondola and is available with a restricted range of products for those who don't have room to house them all.





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\*Polaroid is a regd. trademark of the Polaroid Corporation, Mass., USA



**WHO'S DELIVERING THE THREE HUNDRED  
MILLION POUND BABY?**





## Back to fragrances

Europharm used to import French fragrances, then the company became linked more with parallel imports. But the fragrances are back and Europharm will be showing a range of French products at the show at discount prices.

Also on display will be two ranges of children's toiletries, Kodak Gold and Fuji HR film at "good prices" and a selection of imported pharmaceuticals and generics. *Europharm. Tel: 0903 213303.*

## Norgine retail division on show

Norgine's new retail division will be offering bonuses on Kamilosan, Waxsol and Pyralvex, a newly promoted treatment for sore gums and mouth ulcers which is being supported by radio advertising.

All orders taken at the show will be entered into a free raffle.

The retail division started up in January and currently has a sales force of five covering London, the Midlands and North West areas. Sales manager OTC products Bob Wilson will be manning the stand. *Norgine Ltd. Tel: 0865 750717.*

## Two new aspects to Park Systems

Park have recently negotiated a facility for their users to make direct order entries to all Vestric depots. This service is being promoted at Norchem along with the launch of a new patient medication record system.

The system is based on an Epson PCe computer with a 200Mb hard disk linked to a monitor and a high speed printer. The whole package comes complete with documentation and training for £1,795 (ex VAT). The system is NPA recommended.

The program offers all the standard Park features, 4,000 ready programmed drugs (with the facility for 5,000) and can hold up to 12,000 patient records. There is a repeat labelling facility

# Roll up, roll up to G-Mex

**Manchester has something interesting to offer all community pharmacists next weekend.**

There will be 60 exhibitors at the Norchem Exhibition at Manchester's G-Mex centre next Sunday and Monday, April 17-18, from established OTC manufacturers to those hoping to attract new business from the retail pharmacy sector.

The exhibition is open from 10am to 8pm on Sunday and 12 noon to 9pm on the Monday. Visitors will be admitted free on registration, although admission is restricted to pharmacists, opticians, dentists, doctors and other allied professions.

A bonus for visitors will be a daily prize draw with champagne for the winners and a cheese and

wine reception on Monday for those coming along after work.

And since this is the first of the Chemex series to be sponsored by *Chemist & Druggist*, members of the magazine's editorial, price list and advertising staff will be on hand to talk to both exhibitors and visitors. *C&D* will be on stand B6. Feel free to drop in for coffee, a sit down and a chat!

Norchem is being run by MGB Exhibitions, which with *C&D*'s publishers Benn Publications, is part of the United Newspapers Group. MGB bought Norchem, Scotchem (Glasgow, May 15) and Chemex (Earls Court, September 18-19) in January.

from the patient's history and an historic interaction alert, which checks whether current medication conflicts with previous treatment.

For sports enthusiasts a member of Manchester United's first team will be on the stand on Sunday to meet people and sign autographs. *Park Systems. Tel: 051-708 8800.*



## Mirror Lady

Following on from the successful launch of the Epilady epilator last year, Oris Beauty Products are introducing Mirror Lady.

Oris describe this three functional make up mirror as a "must" for the 90 per cent of

spectacle wearers who also wear contact lenses. By looking up a view is given of the lower eye area; by looking down both lids can be seen; looking ahead gives a frontal view.

Mirror Lady is packaged in a black and gold slimline case (£3.90 trade, rrp £6.90). *Oris Beauty Products. Tel: 01-885 2999.*

## Buzpel — buzz off

New from Torbet Laboratories, and being launched at Norchem, are Buzpel insect repellent wipes.

Supplied in individual sachets, the wipes are impregnated with a 1 per cent solution of natural pyrethrins synergised by

piperonyl butoxide (10 sachets £1.10 trade, rrp £1.79).

The wipes are non-greasy and lemon scented, and will provide protection for up to eight hours. More frequent applications may be needed after bathing or in tropical conditions, say Torbet.

Also on the stand will be the Snoozer anti-snoring alarm, which encourages snorers to change position and hence stop snoring. The unit runs off the mains and should be placed under the snorer's pillow. It retails at £54.95 and is about the size of a bar of soap. *Torbet Laboratories Ltd. Tel: 0860 319350.*

## Wellcome promotions

Wellcome's Consumer Division will be promoting promotions on OTC products on their stand.

These include a free consumer offer and new POS display tower for Marzine RF, a similar display unit for Actifed, and a baby wrap consumer offer running with Drapolene. Manning the stand will be sales development manager John Hughes and regional sales manager Henryk Bohdanowicz. *Wellcome Consumer Division. Tel: 0270 583151.*

### In brief

**Doncaster Pharmaceuticals** always look for a theme for their stand. This time it's understood to be something along the lines of "scotching the product liability rumours" relating to generics. A bottle of Scotch and a prize draw come into the equation too. *Doncaster Pharmaceuticals. Tel: 0302 886031.*

**Lotze Packaging** offer gift packaging items for perfumes, cosmetics and other gift items. Paper and accompanying materials can be personalised, say *Lotze Packaging UK Ltd. Tel: 0752 500764.*

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NORCHEM 88**

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## Continental fittings

The robust dispensary drawer and racking system developed by Huwil-Werke of West Germany and distributed in the UK by Unico Components will be on show. The racking system with floor levellers accepts a range of standard drawers available with a laminated base, metal grill or Perspex shelf. Drawer dividers and ticket frames are supplied, and units are lockable. *Unico Components Ltd.* Tel: 0483 577545.



On February 1 Ramer celebrated the 60th birthday of cartoon character Mickey Mouse with a launch of the Walt Disney collection of character sponges. Donald Duck, Goofy and Mickey can be seen in four different colours at Norchem. A parcel of 48 assorted characters and colours with a counter stand has been put together by Ramer Marketing Ltd. Tel: 0276 26482.

**J & C Surgical** from Dundee will be showing a range of surgical items, including portable oxygen cylinders for home use, nebulisers and stockings. Of particular interest will be a range of portable nebulisers for home use, an item which chemists are being asked about more and more, say *J & C Surgical*. Tel: 0382 28411.

## National Pharmaceutical Association

The National Pharmaceutical Association will be exhibiting at Norchem for the first time.

The stand will be manned by business aids manager John Goulding and assistant Christine Wells, who will have details of the full range of NPA services — including professional indemnity,

training, shopfitting, interfirm comparison, business aids, their insurance companies and provident society, etc — as well as some Norchem special offers.

John Goulding says that, as usual, the NPA will be "ready for anything" on the day. *NPA*. Tel: 0723 32161.



## Tailor made for display

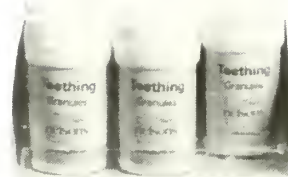
The Shop Equipment Centre says it has stayed clear of dealerships and commercial tie-ups with equipment manufacturers, preferring to stock a wide range of display and merchandising materials.

At Norchem the Centre will be

showing the Stala range of clear acrylic display and storage units. It will also be promoting its services of making and installing glass and satinised stainless steel security cabinets in standard sizes or made to measure. *The Shop Equipment Centre*. Tel: 061-336 6221.

**TEETHING TROUBLES** nelsons

TEETHING GRANULES



Nelsons Homoeopathy  
TEETHING GRANULES

SEAL WITH SUPPLIES

Recently relaunched in new packaging, Nelson's teething granules

## For silken hands

For those wanting to pamper their hands the Silks manicure collection is being introduced by Bexfield Hair and Beauty Division. Twelve manicure implements are available in the range with either a chrome or gold plated finish. The items can be presented in a five-piece boxed set or packaged on individual cards. *H.C. Bexfield*. Tel: 0909 772866.

### IN BRIEF

**Leo** will be majoring on their Stoppers anti-smoking lozenges, currently being advertised nationally and Junior Panaleve, currently on Yorkshire Television. *Leo Laboratories Ltd.* Tel: 0844 47333.

**Quality Craft** will be showing a range of novelty items, made mainly in wood and not plastic. Items include badges, keychains, fridge magnets and bookmarks. *Quality Craft*. Tel: 0532 628673.

**Vitas** are offering visitors a chance to sample their range of effervescent vitamin and mineral drinks, and 10 per cent off trade prices are available on all products. *Vitas Sports Ltd.* Tel: 0729 22162.

**Ultra Glow** will be offering a free silk finishing compact with every order placed at the exhibition. *Ultra Glow*. Tel: 01-607 9983.

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## Check your pension prior to retirement

Whether you operate your business on a self-employed basis or whether you are an employed director, the one thing that your national insurance contributions entitle you to is a State retirement pension. That is, of course, if you have sufficient contributions to your credit during your working life.

However, men approaching the age of 65 and women approaching 60 should check on the procedures that start to operate since if things go wrong State pension could be delayed. In some cases entitlement could be lost for some time.

About three or four months before reaching retirement age, the Department of Health and Social Security will inquire whether a person intends to retire — since this is the first condition for receiving State retirement pension.

Some people may intend to continue working for a few hours per week which in everyday language may not be retirement. However, if the hours do not exceed 10-12 per week they can still be treated as retired for State pension purposes. This should be explained when returning the application form to the Department.

The application should be returned promptly because State pension can be paid only up to three months before the date of a claim. This can be extended where there is good reason but no more than 12 months backdating can be given whatever the circumstances.

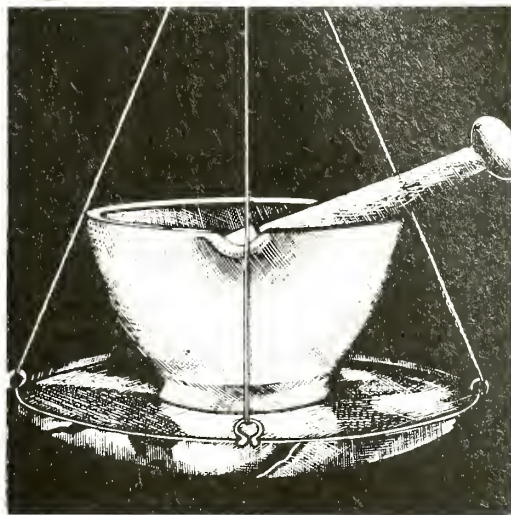
Applicants replying in time will be sent a notice saying whether they have been treated as retired and what pension they will be getting.

Retired people are still governed by the earnings rule which means that if in any one week over £75 is earned, then the pension starts to be abated and cuts off completely when earnings reach about £117 per week. The DHSS must be told when earnings exceed the £75 limit. It should be stressed that any income from savings or investment or occupational pensions do not count as earnings for this purpose — whatever the sum.

Any State pension counts as earned income for tax purposes. This should be borne in mind for any post-retirement budgeting.

Queries about State pension, should be directed to the local DHSS office.

# POINTS OF LAW



**'Men approaching 65 and women approaching 60 should check on the State pension procedures'**

## Recovering debts

Overhanging almost any business, other than those with large cash reserves, are bad debts.

With debts owed by individuals, if the person concerned is working, they can be taken to court. If judgment is given against them and there is still no payment, money can be deducted from the person's pay.

If a company goes into liquidation owing another money, debt payment will depend on whether the firm concerned has any assets. If it has none or very few, there is little hope.

However, it is possible to take out a business insurance policy which will cover any debtors becoming insolvent and being unable to pay. Some insurers will have an excess in the policy whereby a business might have to meet the first 20 per cent or so of any loss. However, others will not insist on an excess and it is worth asking a broker to shop around.

If at any one time a business has a lot of cash outstanding with several firms and individuals and faces constant flow problems

because of slow payers, it might be worth considering "factoring."

Although different factors operate in different ways, what businesses in effect do is give the factor responsibility for collecting money that is owing. The factor will pay "up front" but in return will take a percentage of the money collected. The percentage paid may be worthwhile if it solves cash flow difficulties.

High Street banks either operate a factoring service themselves or have associated companies that do this.

## Rolling over to defer tax

Whether your business is run on the basis of sole ownership, a partnership or a limited company, you may be concerned about paying a hefty capital gains tax if you are contemplating selling the business assets, eg the premises, and moving elsewhere.

In these days of rising values of all kinds of assets, capital gains easily arise. When selling out and leaving the business field

completely, the tax will become payable. However, if the proceeds are put into a new business asset, the capital gains tax payable can be deferred, ie the gain is rolled over into the new asset. It is only when that asset is finally sold and money taken that the original capital gain (and any new capital gain on the new asset) becomes payable.

Because the assessment of capital gains tax and the calculations involved are quite complicated, it is important to consult an accountant.

There are one or two points worth mentioning. First, in order to roll over the gain the new asset must be acquired within three years of the disposal of the first asset or bought in an overlap period not more than 12 months before the sale of the first asset. Then, in most cases, the asset of the business and the trade in which the business is engaged must be owned by the same person or organisation.

It should be stressed that the rollover arrangements do not give exemption from capital gains tax but merely allow the evil day when payment has to be made to be put off.

## Fair dismissal — the rules

Some employers appear to be under the impression that if an employee is taken on and after a few weeks it becomes apparent that he or she is not suited to the job, then a dismissal could lead to all the hassle of a claim for unfair dismissal compensation.

This, however, is not the case. The present position is that an employee has to have two years' continuous service before qualifying for either type of compensation, ie unfair dismissal or a redundancy payment.

Before this period has passed an employee can be dismissed at the will of an employer for any or no reason whatsoever.

The only exceptions are where a dismissal is on the grounds of race or a person's trade union membership, when no qualifying period is required.

After two years, the normal rules apply about a dismissal having to be fair and reasonable. But it should be remembered that if an employee requests in writing the reasons for his dismissal, the employer must provide them within 14 days and failure can result in the employee being awarded up to 14 days pay by an industrial tribunal. The sum would be in addition to any award that might be made for unfair dismissal.





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# The basics of professionalism

In the teeming sprawling place that was early Victorian London, where magnificence and abject poverty existed side by side, Dr Jonathon Pereira corresponded with Mr Jacob Bell. The recently published letters of Dr Pereira written between 1848 and 1853 were the subject of the foundation lecture of The British Society for The History of Pharmacy given jointly by Dr M.P. Earles and Dr J.G.L. Burnby.

The letters, said Dr Earles, reflected the friendly relationship between the two men and showed how they collaborated in the production of *The Pharmaceutical Journal*.

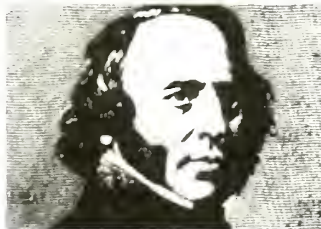
Pereira lived in Finsbury Square, North East of St. Pauls. Bell's house was in Langham Place in the West End. Pharmaceutical science and the recognition of the chemist and druggist are the keynote subjects of the correspondence.

The founders of The Pharmaceutical Society placed considerable emphasis on the importance of chemistry. In 1842

Jacob Bell wrote that "the foundation of education in our school is CHEMISTRY" — the word was printed in capital letters. In the Address of the Council of the Pharmaceutical Society, circulated in July 1841, the emphasis was placed, not upon the obvious relationship between pharmacy and medicine, but on the relationship between pharmacy and science.

Bell observed that education and scientific knowledge would shield chemists and druggists from extraneous control and interference and that the "scientific arrangements" would become "in great measure, our means of defence". The scientific meetings of The Pharmaceutical Society were open to medical men and Bell believed that papers read at those meetings, and subsequently published, would eliminate the prejudice of medical men by defining the province of the pharmaceutical chemist.

Thus, said Dr Earles, science in general, and chemistry in particular, were established as the



Jonathan Pereira

foundation of the body of pharmaceutical knowledge, the definition of which was essential if pharmacy was to be recognised as an independent profession.

Dr Burnby then pursued the subject of the "professionalisation" of British pharmacy. He said that during the 1840s there was a need for specialist pharmaceutical practitioners. Medicaments of really increased potency had been introduced during the previous twenty years, some of the alkaloids were included in the 1836 *Pharmacopoeia Londinensis*.

More exact dosage had become essential requiring better weights and measures and scales.

Standardisation was beginning to exercise people's minds and advances in chemistry demanded changes in nomenclature. Pharmacists needed greater expertise, a longer and more intensive education and a greater sense of responsibility towards the public.

Jacob Bell saw a clear cut division between pharmacy and medicine, he believed the two professions should be separate — but of equal status. Counter prescribing was extensive, but Bell did not object to that provided it was kept within reasonable bounds for it served a social need. Prior to 1852 there were no examinations, no register, no limitation of numbers, any person could describe himself as a chemist and druggist or pharmacist and competition was fierce.

**'The recognition of the chemists and druggists are keynote subjects of the correspondence'**

Two groups menaced the Council's policy towards the professionalisation of pharmacy. The druggist/grocer, who had no interest in science or standards and the medical practitioner who called himself a chemist and druggist, but neither was a Licentiate of the Apothecaries' Society and had no intention of becoming one. Equally they were not pharmacists. It was to the advantage of the apothecaries and the Pharmaceutical Society that a defined line should be drawn between them.

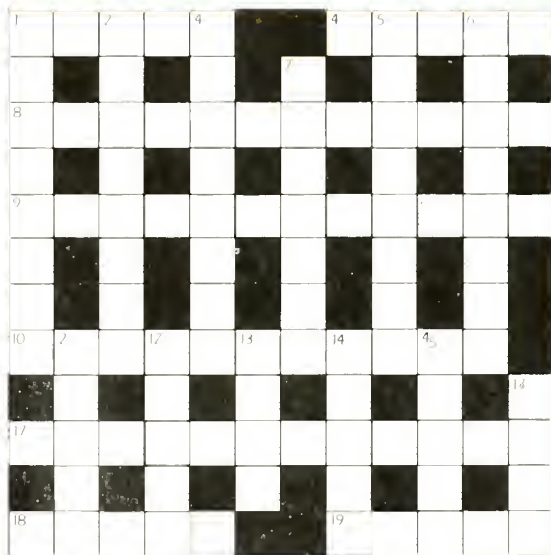
The first Council of the Pharmaceutical Society believed that professionalism could be brought about by the promotion of education — eg The School of Pharmacy, museum, library and a laboratory where practical full time instruction was given in chemistry. Additionally the Council believed in the powers of example, its leaders should be seen to exercise the highest standards both technically and ethically.

In these ideas the reformers were helped by a new view that was slowly growing in Britain, the need to safeguard the public. The goal which the first Council of the Pharmaceutical Society set itself, inspired by the writings and ceaseless efforts of Jacob Bell was achieved in the fullness of time.

*Picture of Jonathan Pereira reproduced from "My Dear Mr Bell" published by the American Institute of the History of Pharmacy and the British Society for the History of Pharmacy.*

## WYETH GENERICS PHARMACY CROSSWORD NO. 3

The solution to No. 3 will appear alongside No. 4 in May, 1988



### Clues Across

- 1 Supplier of 5 (5)
- 4 Lively American soldier in the drink (5)
- 8 A sort of tinder action to imbue with an opinion (12)
- 9 Train a trail to become under one authority (12)
- 10 How to take medicine, standing on the bible? (11)
- 17 Ungulate from ancient Greek horse cum river (12)
- 18 She could be a gem (5)
- 19 Valued ground loses initial force (5)

### Clues Down

- 1 Referee with famous mother? (8)
- 2 Overdose could do this (3,2,3)
- 3 Combing out awkward questions (8)
- 5 Supplied by 1 across (8)
- 6 Rent a room? Why it could be deadly! (8)
- 7 Correspond with 1 for 5, perhaps (5,2)
- 11 A very special type (5)
- 12 Merely loses point to insinuate (5)
- 13 Representative in the team of warriors (4)
- 14 Extreme remark (5)
- 15 Fifty-one with a motorway junction at the end (5)
- 16 Ill-treated sailor gone second-hand (4)

Submitted by Mr Jack Britton M.P.S. Long Eaton Nottingham

### Solution to Puzzle No. 2

Across: 7 Sundry, 8 Insulin, 9 Unpleasant fever, 10 Rise, 12 Strife, 13 Kaput, 17 Tally, 20 Sundumatum, 22 Elders, 23 Squint. Down: 1 Assured, 2 Anodise, 3 Spit, 4 Ur, 5 rim, 6 Clow, 8 Snuff, 11 Net, 13 Lull, 14 Cannery, 16 Painter, 18 Scum, 19 Asset, 19 Acid, 20 Risps.

**Prizes of £5 will be awarded to the senders of the first 10 correct solutions drawn on 7th May 1988.**

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# Wiveliscombe thoughts on supervision

It is being said by the Council of the Pharmaceutical Society and certain members of the Nuffield panel that pharmacists must delegate to trained personnel, and unless they learn to do this they will never truly be a professional body. To my mind nothing could be more professional than working to the greatest degree of care and caution. I am not impressed with Sir Kenneth Clucas's remarks that only by delegation can we enter into the ranks of professionalism. Having said that I am entirely in favour of delegation but only to the extent that safety and care are not diminished.

My personal opinion, and that of many of my colleagues, is that supervision must encompass 100 per cent cover of what is being issued from the dispensary. By all means delegate scripts to trained technicians, but when the technicians' job is finished the pharmacist must be the final barrier to any supply to the patient. The technician will, of course, be free to consult the pharmacist on any problem which a prescription may throw up, but there must never be any circumstance which will give freedom to the technician to supply prescription items without them being finally checked before being wrapped ready for issue. At this stage the pharmacist will make the decision regarding patient consultation. This procedure ensures that the patient receives the greatest amount of care and attention, and the technician receives the added advantage of full communication and security from the pharmacist in charge.

I fail to see what advantages the Council's less vigorous choice gives. It suggests that the

pharmacist makes an assessment of the prescription at the earliest stage, making his professional judgment as to whether the prescriber needs to be contacted, whether the prescription or dispensed medicine needs to be seen or checked again by a pharmacist and whether the person who collects the dispensed machine needs to be advised by a pharmacist.

The Council's choice of supply condones the possibility of error. It transfers by delegation the authority to supply prescription items to patients without them being checked in their completion by a pharmacist, and yet any mistake that occurs between the first scrutiny, which might be the only sight the pharmacist will have, and the final supply to the patient will be the responsibility of the pharmacist.

Of course, every pharmacist

## **'I am not impressed by remarks that only by delegation can enter the ranks of professionalism'**

will be able to overrule this procedure of Council by simply imposing his or her own authority on how the supply will take place. I maintain, however, that this will only divide the profession, and delegation of this sort will weaken our image as a deeply caring profession. I am astounded that the NPA is not more concerned regarding this aspect of delegation. It has been said that to reduce insurance costs over mistakes that are currently being made, pharmacists should tighten up their dispensing procedures in order to eliminate any conceivable area of weakness, where it is likely that errors should occur. Yet we are being asked to loosen the reins and open up areas of potential risk. Are we then opening up the possible increase in insurance costs by taking this added responsibility of delegation.

Allow me to take you into the realms of probability: a patient arrives at your pharmacy with a

prescription, written by your local GP in his usual carefree manner. The pharmacist reads it and passes it on to his technician for completion and packaging. The technician reads the prescription incorrectly, just as a pharmacist may do. The prescription is issued by the technician and the patient suffers accordingly. The pharmacist has now supplied a prescription in error, and it is the pharmacist who carries the responsibility. Now it is all very well sacking the technician for the mistake, and we are covered by insurance, but you can't put up a defence by saying that Sir Kenneth Clucas said that this method of dealing with supervision makes us more professional or turned us into professionals. If the procedure had been that the pharmacist checked the final stage of dispensing operation, the mistake would undoubtedly have been spotted. There is no great virtue in the procedure recommended by Council, and our "professional status" can well be sacrificed on the altar of safety and care.

This aspect of supervision is the one area in which I am in disagreement with Council, but I am concerned with the lack of information that is available on those aspects of the Nuffield Report which suggest that we spend time looking into nursing homes, and taking our expertise into the homes of patients. The Society has stated that there is a need for evaluation in terms of practice needs and rationalisation of support staff qualifications. It is obviously going to take years before such qualified support staff will be available, and the changes and advancement in all sorts of areas will need to be taken into account, in order that the great leap forward that is envisaged is accommodated in as smooth a fashion as possible.

The future in community pharmacy will be a hotbed for research projects, and one which immediately springs to mind is a detailed assessment of the timing

*continued on page 696.*

# POSTBAG

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and functions of the pharmacist and their domiciliary visits – or should such visits be taken on by the properly qualified technician? Exciting times ahead, especially if the community pharmacist allows every step of change to take place only after they have been seen to give their support to the proposals that are being presented. I wonder whether the views of 67 Branches out of a total of 134, and of one LPC out of 96, and 33 individual pharmacists out of God knows how many can be considered to be adequate at this momentous time. When one considers the actual numbers involved in the figures presented by Council, it could be said that as professionals we are not looking after ourselves as well as we should be.

Bearing in mind the Council's completed considerations on personal control and supervision, I have written to the secretary of the Society withdrawing the resolution which I sent to him on March 1 and replacing it with the following: "It is the opinion of this meeting that although the pharmacist, at his discretion, need not be directly involved in the dispensing process, he must, in the interest of the patient, check each made-up prescription before it is delivered to the patient, with or without counselling at the pharmacist's discretion."

John Davies  
Wiveliscombe, Somerset

## A prickly problem?

Here we go again! Recently we have had several requests from insulin customers for Glucolet made by Ames. When we quoted

a price of around £15 the reaction varied from amazement to abuse.

On investigation the reason quickly became apparent. In last December's "Diabetes in the News" there was an offer of £5.95 for a Glucolet yet the trade price to pharmacies is £9.95! If you are (or pretend to be a diabetic) you can still obtain it directly from Ames for £6.35.

Why do we put up with this sort of treatment from such firms? Should we not be boycotting firms such as Ames?

M. Ashmore  
Cheshire

## Associate link for CPP

The College of Pharmacy Practice (CPP) has recently altered its constitution to allow pharmacists who are registered with the Pharmaceutical Society of Northern Ireland to become Associate members of the College. Associate membership of the CPP is not only open to those pharmacists who wish to study for the Part 1 and Part 2 examinations but is also available to those who merely wish to use the college as a method of keeping up-to-date.

For the purpose of organising study, Dr Michael Scott has been appointed as regional tutor for the area and a small study group has been formed which intends to meet on a regular basis. Any pharmacist who might be interested in joining this group should contact either Dr Scott on Belfast 329241 Ext 2070 or myself on Belfast 220590.

Terry Maguire  
Belfast



Pharmaceutical sales representative Denise James (second right) receives her Vestric "Top salesperson of the year award" and a £50 cheque at the company's annual conference in Cheshire. Far left is Vestric field sales manager, James Stuart with "Top Vantage salesperson", Jaqueline Bell. Right is "Newcomer of the year", Peter Linnet

# IN THE CITY

The Budget was of little direct consequence to the pharmaceutical sector, although indirectly it had a major impact on the exchange rate front. The fallout in the market after the apparent tiff between the Prime Minister and Chancellor Nigel Lawson on exchange rate policy demonstrated the market's worries over possible limitations on the Chancellor's freedom to use interest rates to control exchange rates.

At the end of March, the broadly based FTSE 100 broke the psychological 1800 barrier, falling to as low as 1770. Concern over Lucas's large rights issue and other cash calls also overhung the market. Pharmaceuticals underperformed the market by 3 per cent and continuing focus on sterling will dominate share price movements in the short term.

One highlight in the past few weeks was the brief flurry of excitement in London International Group shares on the back of rumours that a management buyout at their Royal Worcester Spode subsidiary was in the pipeline. Such a move would be regarded positively in the market, as Royal Worcester Spode have tended to perform poorly, and has both dollar and export exposure while LIG has high borrowings and could do with some cash.

Smith & Nephew's 1987 figures were very disappointing. Their increase in earnings of 24 per cent were well below historical growth rates and look to be the trend of the next couple of years. Although their businesses in the US are performing well, problems in the UK hospital market together with export difficulties mean that 1988 is forecasted to produce only 12 per cent earnings growth.

On a more optimistic note, Reckitt & Colman are expected to please when they announce their annual figures next week. Analysts at BZW are also adopting a cheery tone over Glaxo. They reckon that some commentators have been too gloomy about talk of a slowdown in Glaxo's sales. Glaxo will report on their R&D portfolio on April 12 and give an update on the fortunes of their major marketed products. Although not all their drug development is avoiding obstacles, BZW says that development of the four most exciting compounds ranging from a migraine treatment to a thromboxane antagonist are progressing very well. They conclude that the rating of Glaxo's shares neglect the exciting prospects for their new products.

## Vyella revamp medical side

The medical interests of the Coats Vyella Group have been restructured to form a new company, Coats Vyella Medical Ltd.

The company has three divisions: Steriseal, manufacturer of wound care and disposable hospital products, together with Nomeq, a supplier of rehabilitation and physiotherapy equipment;

Rotax, which makes sharps and blades; and vascular graft manufacturer, Vascutek.

"The formation of Coats Vyella Medical emphasises the commitment of the Coats Vyella Group to its medical activities, which are planned to demonstrate substantial growth in the near future," says Rodney Knight, managing director.

## Fertility tests worth £7m

Just under £7 million was spent on fertility tests in 1987 – £4.9m on pregnancy kits and £2m on ovulation kits.

A report predicts that the ovulation detector market could reach 200,000 kits a year by 1990

but prices are likely to come down. Price growth is likely to continue on pregnancy test kits but sales may reach a plateau in the early to mid 1990s. "Home diagnostics" (£40), Projection 2000. Tel: 01-254 1669.





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# BUSINESS NEWS

## Robinsons: putting quality first

An ambitious five year plan for growth will see a new corporate identity and a new "care comes first" philosophy for Robinsons of Chesterfield.

From now on the company becomes simply Robinson — with a number "1" replacing the "i" to reinforce the adjoining message "care comes first". This will be applied to everything from stationery to factory signs in the coming months.

At a series of presentations to the healthcare and packaging division, the group's chief executive Philip Robinson outlined plans to improve quality and service. He, along with other senior management, has been undergoing week long courses of leadership training and now, via a programme of staff seminars, looks to implement their quality strategy at every level — encouraging staff to treat the next person on the line of production as the customer — so getting it right at every stage rather than just quality checking the final package.

He also emphasised plans for product development and plant investment, expanding into the European market and plant investment. No specific details are yet available.

Another in-house training programme on AIDS and its implications in the workplace got underway at the beginning of this year. It was devised in conjunction with the local health authorities AIDS co-ordinator to fill a gap the company saw in the information available. They now plan to market the package to other companies.

## New company

Two former directors of Henna Hair Health Ltd, Mr Barry Heard and Mr Peter Shelley, have formed their own company, Just Sales and Marketing. Their premium natural hair and skin care products are under the "Just Natural Cosmetics" brand name.

## Unichem claim 676 new accounts this year

Unichem have announced record sales for the first quarter of 1988.

The company, which is subject to a takeover bid from Macarthy, saw turnover rise by 23 per cent to £154.2m in the same period last year.

Unichem chief executive Peter Dodd said sales compared with the equivalent month last year were rising all the time. "The difference for this January compared to last was nine per cent, in February it was 24 per cent and in March 35 per cent."

The total number of new accounts won by Unichem in the quarter is 676, of which 206 were expected to start trading from April 1.

"The sales figures relate just to Unichem Ltd and exclude our subsidiary companies," said Mr Dodd. "Therefore, we are more than confident of beating our forecast of £700m worth of sales for 1988 which will be one in the eye for Macarthy and all the other doubting Thomases in the City and elsewhere."

## Unichem ask PW to retract

Chartered accountants Price Waterhouse have this week been asked to publicly disassociate themselves from criticisms of Unichem's profit forecast (see *Business News*, last week).

Unichem and their auditors have written to request withdrawal of the reported allegations, and the Institute of Chartered Accountants' has been asked to investigate.

Meanwhile Macarthy have sent another mailing to Unichem members. They say they are looking to increase support for a meeting to above the 10 per cent it appears they have now reached.

## Scent home

Calvin Klein Cosmetics Corporation have acquired from Pascall all rights for the distribution in the United Kingdom and the Republic of Ireland of the Calvin Klein fragrances Obsession and Calvin.

Calvin Klein Cosmetics Corporation, whose headquarters are in New York, are the manufacturers of Obsession, Obsession for Men and Calvin fragrances. They have now established a branch office in London.

## Introducing RWS

RWS is a new distribution company created to service department stores and the chemist trade sector.

Headed up by Roger Soper, administration and marketing director, a sales force of six has already gained significant acceptance in major accounts nationwide, it is claimed. Eventually, this sales team will be expanded to service beauty salons with appropriate brands.

Lines with the RWS portfolio include: Foxlea Manor, European Collection — Alpha Fragrances, Broadway Cosmetics — Barielle Nail Fitness Programme, Banfi Manex Products and TSL Products. RWS is equipped to offer a full in-house service and has the facilities of its own distribution warehouse. RWS, Unit 3, Avonbury Court, County Road, Brackley, Northants (tel: 0280 704367).

Pfizer are investing £11m in an expansion of their research division. The contract for completion mid-1989, is part of a planned three-phased development. It will include research offices and conference and laboratory buildings.

## COMING EVENTS

### Ipharmex à Lyon

A European pharmaceutical trade fair for industry, hospital and retail pharmacy.

Ipharmex International, will be held at the Eurexpo exhibition centre, Lyon, France, from November 4-7.

More than 400 exhibitors are expected, including manufacturers of laboratory equipment and reagents, and providers of services such as computer systems, insurance and wholesalers. Information from Raymonde Robin, Ipharmex Fair manager (tel: Lyon 7222 3344).

### Up market beauty

Beauty International '88 at the Novotel Hotel, Hammersmith, from July 3-5, is the "first exhibition to be targetted at the premium end of the beauty

industry", say organisers, Trade Exhibitions Ltd.

Products will include perfumes, toiletries, body preparations, hair care products and accessories. The exhibition is aimed at departmental stores and multiple buyers and admission will be by invitation only. Further information from M. Richardson or A. Eker, Maureen Cropper Associates, 4 Cloisters House, Cloisters Business Centre, 8 Battersea Park Road, London SW8 4BG (tel: 01-498 1011).

### NPA incontinence seminars

The National Pharmaceutical Association, in conjunction with Coloplast, are holding a series of incontinence refresher seminars in April and May. Topics will include relevant physiology and types of incontinence, types of appliances, and the setting up of an



## Sants launch share scheme

Sants Pharmaceutical Distributors Ltd are planning to consolidate their share in the wholesaling industry with expansion of handling facilities and a share participation scheme, proposed for 1989.

The plans were unveiled at the Sants trade show held at Stoke-on-Trent last Sunday, by a temporary team headed by chief executive Mr Gerald Brooks: Some 500 pharmacists attended.

A new warehouse will combine operations presently carried out on separate sites bringing together distribution of dispensary products and OTC lines.

Sants propose to finance the expansion by becoming a public limited company and inviting pharmacists in their operating area — which includes Cheshire, Staffordshire, Shropshire and the West Midlands — to become

ordinary shareholders. Benefits to potential shareholders will be threefold, says Mr Brooks: "We will become more competitive. Shareholders will receive dividend income, and there will be capital growth of shares". Mr Brooks says the response is encouraging, with a large number showing interest.

Mr Brooks believes the future lies with independent regional distributors, and says that Sants have been thinking about expansion for many years.



Management team of Sants at their Trade Show, March 27. Left to right: Julie Bebbington tele-sales supervisor, Derrick Austin warehouse manager (dispensary products), Martin Crowe finance director, Jennifer Goldstraw administration director, Gerald Brooks chief executive, John Hine sales and operations director, Stephen Fuller sales executive, David Smith sales executive, Stephen Edwards general and marketing manager (counter products).

## Celltech profit from changes

Celltech have increased their turnover from £7.6m in 1986 to £11.41m in 1987 with a profit of £234,000.

Now work on therapeutic products is being carried out in the

company's products and sponsored development business instead of being licensed out to major pharmaceutical companies at an early stage.

Much of the overall profit is due to the development work sponsored by American Cynamid since 1986: some comes from Celltech's contract to assist a Johnson & Johnson subsidiary in producing erythropoietin. The company has placed over 10,500,000 shares at £4 per share, increasing funds by £40m.

incontinence section.

Seminars will take place at Brighton, Bristol, Dorset, Birmingham, Stoke-on-Trent, Manchester, Liverpool, Blackpool, Leeds, Glasgow, Edinburgh, Newcastle, Nottingham and Norwich, see the *Diary Column* for details.

This week's meetings are at the Norfolk Hotel, Brighton on April 12 and the Crest Resort Hotel, Kings Road, Brighton on April 12, and the Crest Hotel, Filton Road, Hambrook, Bristol on April 13, 7.15pm for 8pm.

There will be a free buffet and cash bar at all meetings, and there is no need to book — "just turn up!" say the NPA.

### Tuesday, April 12

**Fife Branch, Pharmaceutical Society**, Anthony's Hotel, Kirkcaldy at 7.45pm. General meeting and wine and slide-tape presentation.

**Edinburgh Branch, Pharmaceutical Society**, The Royal Observatory, Blackford Hill, Edinburgh Visitor Centre, 7.45pm. General meeting and tour of the Royal Observatory.

**Lanarkshire Branch, Pharmaceutical Society**, the Old Mill Hotel, Motherwell, at 8pm. Working dinner and general meeting.

Guest speaker Dr T.G. Booth, past president, PSGB.

### Wednesday, April 13

**The National Pharmaceutical Association**, area dinner at The Dormy Hotel, Ferndown, Dorset at 8pm. Speaker Mr David Sharpe, chairman PSNC.

**Eastbourne Branch, Pharmaceutical Society**, the Postgraduate Centre, Eastbourne District General Hospital at 8pm. Dr J. Bending on "Diabetes: the problems, the plans and the pharmacist".

### Thursday, April 14

**Glasgow Branch, Pharmaceutical Society**, at the Bruce Suite, Royal Scottish Automobile Club, Blythswood Square, Glasgow, 7.30pm. "A young person's guide to the Pharmaceutical Society," by Mrs Linda Stone, member of Council.

**Halifax Branch, Pharmaceutical Society**, Hamilton's Restaurant, Lord Street, Halifax at 8pm. General meeting, refreshments.

**Weald of Kent Branch, Pharmaceutical Society**, Postgraduate Centre, Kent and Sussex Hospital, 7.30pm. Dr Peter Cottrell talks about the treatment of sexually transmitted diseases.

### Advance information

**Association of British Pharmaceutical Industry and**

**Centre for Medicines Research.** Symposium on "Medicines research and pharmaceutical patents" July 13, at the Royal Society of Medicine, 1, Wimpole Street, London W1, topics to include "International comparison of pharmaceutical patent life erosion" and "The case for patent term restoration". Fee £45, information from Miss J Holland, ABPI. Tel: 01 930 3477 ext 274.

**Proprietary Articles Trade Association** The 92nd annual general meeting will be held on May 12 at the Connaught Rooms, Great Queen Street, London, WC2B 5DA (Devon Room), at 2.00 pm. The meeting is open to members of all sections of the Association. Details from G. Harraway, secretary. Tel: 01-580 4511.

**British Institute of Regulatory Affairs.** Meeting on "Regulatory aspects of preclinical studies" at the Barbican Centre, London, on May 17. Topics include "Why all this pharmacology?" by Dr C. Henderson of ICI, and "Why all this pharmacokinetics?" by Dr M. Mitchard of Glaxo. The Institute's general meeting will take place at 3pm. The cost is £86.25 for BIRA members and £92 for non members. Details from Mrs J Anderton, assistant secretary/registrar, British Institute of Regulatory Affairs, Drayton House, 30, Gordon Street, London WC1H 0AX. Tel: 01 387 1828.

**National Association of Health Authorities.** Conference on "Community care: agenda for action", May 24, at the Porter Tun Room, the Brewery, Chiswell Street, London EC1 on May 24. The key speaker will be Sir Roy Griffiths, deputy chairman of the NHS management board. Details from Barbara Connal. Tel: 021 471 4444.

**IBC Legal Studies and Services.** Symposium on "good clinical practice in Europe performing clinical trials to American standards", at the Amsterdam Marriott Hotel, May 16-17. Cost £395 excluding accommodation. Details from Vanessa Darnborough (tel: 01-236 4080).

**Intermedica '88.** International exhibition of medical equipment, and products (except medicines), at Porte de Versailles, Paris, May 26-30. Information from Pierre Bonnavé or Catherine Chittock, French Trade Exhibitions (tel: 01-225 5566).

**Society for Drug Research.** Meeting on "Peptides as targets for drug research", at Vanburgh college, University of York, July 4-6. Residential fees are £125 for SDR members (£150 non-members), £100 for each accompanying person. Non-residential fees are £25 less. Registration details from Barbara Cavilla, SDR Secretariat, 20 Queensbury Place, London SW7 2DZ (tel: 01-581 8333).



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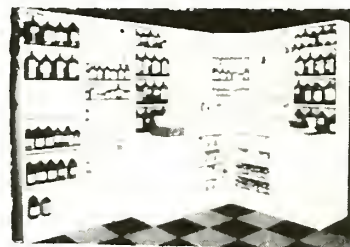
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# ABOUT PEOPLE

## Medals for Balmford and Chilton

John Balmford, a proprietor pharmacist and former Pharmaceutical Society president, is to be awarded the Society's Charter Gold Medal this year, for outstanding service to the profession.

Dr James Chilton, the Society's Scottish Department secretary, will receive the Charter Silver Medal.

Mr Balmford practised for many years in Lichfield, Staffs, and now works in Littleover, Derby. He was first elected to the Society's Council in 1963 and has served continuously, with the exception of 1969-70, until this year, when he decided not to seek re-election.

He was vice-president 1977-78 and president 1978-79. He has been chairman of the College of Pharmacy Practice since its inception.



John Balmford

Dr Chilton has been in his present post since April 1972 and is to retire in July. Previously he was senior lecturer in pharmaceuticals, University of Strathclyde, where he had worked for 22 years. Qualifying in Sunderland in 1946, Dr Chilton spent two years on military service before joining the pharmacy department in Nottingham as a demonstrator.

The medals will be presented at the Society's annual meeting on May 11.



*There's a Dutch treat in store for Surrey pharmacist Roy Howell, pictured receiving a travel ticket to Amsterdam, his prize in a draw organised by Unichem and Scott Ltd. Presenting the prize is Bob Scott (centre), Unichem's trade marketing manager, and Peter Markham (right), national account manager for Scott Tissues. Mr Howell is one of eleven pharmacists who will be spending a weekend for two in Amsterdam*

## Geistlich award to Goodyer

Staff pharmacist Larry Goodyer is winner of the 1988 £700 Geistlich Chester Award for his research on drug counselling to elderly patients with heart failure.

Larry, who qualified in 1977, is a teacher/practitioner in clinical pharmacy at Charing Cross Hospital.

In his study the results of medication counselling will be assessed by measuring its effects on patient care and outcome, and the therapeutic impact on the patients will be examined. The

study will evaluate the effects of a clinical pharmacy input to this group of patients. Measurements will be made of the symptomatic changes of the disease by physicians' assessment of patient interview.

## APPOINTMENTS

**Pharmagen:** Tony Matthews has recently joined the AAH Pharmaceutical Group's sales company, Pharmagen, as national sales manager, after working for 16 years with Sterling Health. In his new position he will be responsible for directing and controlling the sales force, training staff, introducing new technology and generally improving profitability.

## DEATHS

Tom M. Glass, MPSNI, of Upper Main Street, Maghera, died recently after a short illness aged 72. Mrs Stewart, secretary of the Ulster Chemists Association, writes: "Mr Glass was well known and respected by all those who knew him. Quiet and gentle in disposition he was a true friend to all, especially to his numerous clients whom he had helped in many ways. He had carried on his business in Maghera for more than 40 years.

Mr Glass commenced his training in McHenry's pharmacy in Enniskillen. He qualified in the early 40s and after working for Mr John Walsh in Maghera, started his business in Upper Main Street. His son Adrian will carry on the business.

A highly respected and long serving member of the Ulster Chemists Association, the Pharmaceutical Contractors Committee and the Northern Area Hospitals Board, he will be sadly missed by all his colleagues.

Mr Glass was also president of the Maghera Arts Society and a keen golfer, being a founder member of the Moyola Park Golf Club of which he was president from 1978-1980. Mr Glass who was a devoted husband and father will be sadly missed by his wife Anne and family."



*Keith Sinclair (second from right) of the Skinner Pharmacy, Edinburgh, is presented with a travel voucher by Vestrie branch manager Alan Steel after winning a recent Vestrie-Bristol Myers broadsheet promotion. Also present are Terry Martin (left), Bristol Myers' key account executive, and Alex Jardine (right), retail representative*



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